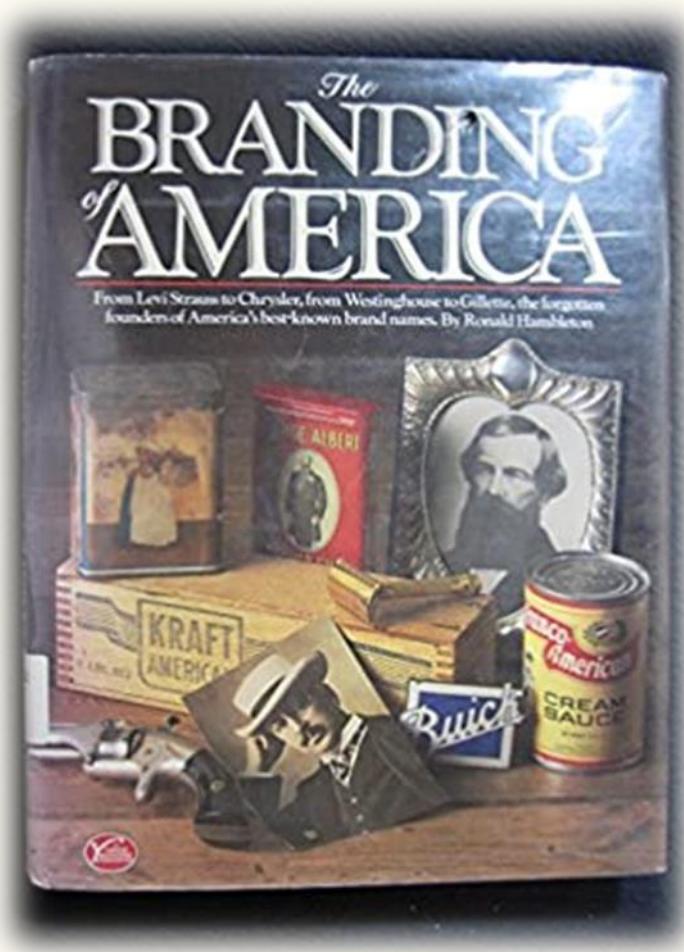


Nations Built on Lies

Volume 3 - The Branding of America



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About the author

Mr. Romanoff's writing has been translated into 32 languages and his articles posted on more than 150 foreign-language news and politics websites in more than 30 countries, as well as more than 100 English language platforms. Larry Romanoff is a retired management consultant and businessman. He has held senior executive positions in international consulting firms, and owned an international import-export business. He has been a visiting professor at Shanghai's Fudan University, presenting case studies in international affairs to senior EMBA classes. Mr. Romanoff lives in Shanghai and is currently writing a series of ten books generally related to China and the West. He is one of the contributing authors to Cynthia McKinney's new anthology 'When China Sneezes'. (Chapt. 2 — Dealing with Demons).

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Superficial America



If we were to try to identify one point in US history where superficiality took root in America, it might well be a speech by an American salesman named **Elmer Wheeler** who in 1937 coined the now-famous maxim of "Don't sell the steak - sell the sizzle!". For those who don't know, the sizzle is the sound made by a steak when it is first tossed onto a hot barbecue. His idea had merit. Looking at a photo of a steak or listening to a radio commercial about steaks would be unlikely to

generate much immediate purchasing response, but hearing that sound might well recall fond memories and persuade shoppers to head for the supermarket. His theory was that it isn't the simple product that generates a purchase but rather our emotional response to some element of that product.

Of course, it was American Jews who more or less created marketing, and Bernays' advertising wizards were not slow to adapt Wheeler's advice to virtually every product in existence. But, as with most things American, they didn't know when to quit, and carried the process far past the end. It soon occurred to American businessmen that if people were buying the sizzle there was no need to provide the steak. It may come as a surprise to many people, especially Americans, but it was American companies, not Chinese, that created fake products and flooded the nation and the world with them. Since customers wanted the 'sizzle' of leather in their cars and on their sofas, anything vaguely resembling leather would suffice. It was Americans who created fake leather, wood, metal, glass, fake wool and linen, fake virgin olive oil and, eventually, fake people. The list is almost endless. Any natural product that could possibly be counterfeited - but nevertheless sold as the real thing - was produced and sold.

And it was primarily the conflux of sizzle and credit that led companies and marketers to create the propaganda of the American Dream; not the dream where you succeed, but the dream where you have the appearance of success. After all, borrowing money to purchase a fake leather sofa to show off to your neighbors is almost as good as actually having the money in the bank to purchase the real thing. And this is what the marketers marketed. The focus on providing consumers with increasingly less steak and more sizzle, along with the fake materials purchased on credit, eventually resulted in what we call superficiality, a term that describes Americans as perfectly as any other.

It is interesting to watch the continuing development of this process today. It shouldn't be necessary to point out that Starbucks offers some of the worst coffee on the planet, which is natural since it was designed to suit American tastes. But you may be surprised to learn that Starbucks is no longer selling coffee; they are now selling "experiences". The marketers and advertisers, aided and abetted by the propagandists and their Freudian background, have concluded that there is an even better way to loot bank accounts than offering fake goods on credit. In their view, shops once sold commodities (coffee beans), then became 'service firms' (coffee shops) where the commodity was standardised and the distinguishing consumer attraction was the quality of service. Inherent in that shift was the degrading of the commodity - which was expensive - and replacing it with 'service' which cost nothing but an artificial smile. They have now moved to a new level where we sacrifice both the commodity and the service, and replace both with "an experience".



The propagandists and marketers, **the offspring of Lippman and Bernays**, are spending enormous sums of money on psychologists and psychiatrists to fathom precisely what it is about going to a Starbucks or a Wal-Mart that can create a positive emotional response. Yes, I

know. I almost choked writing that sentence, but these people are serious. They want to identify the stimulus and to then fabricate the circumstances in an attempt to provoke that response. If successful, the fake commodity and fake service can disappear to be replaced by a fake emotional experience that you will treasure and one day excitedly relate to your grandchildren. It is all a false reality created with contrived experiences that are not real, but Americans are already on international speaking tours proselytising the new marketing approach. And it's all fake, in the same way that most of America is fake. In the US, marketing is built on lies just as is virtually all else in the nation. It is interesting to watch Americans promoting this new view; they are unable to recognise that any part of their new bible contrasts with reality, and react with offense when Europeans tell them **"You Americans are all about image instead of reality. Everything about you is fake and superficial. You people are living in a cliché."**

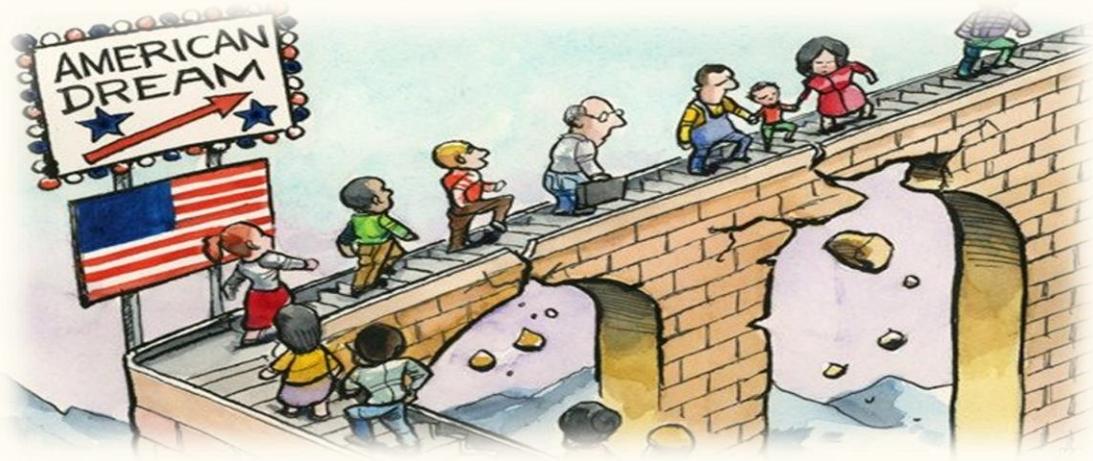
It is true that sitting in a coffee shop in Vienna or at a sidewalk cafe in Rome can be a treasured experience, a result generated by dozens or perhaps even hundreds of charming small details that combine to create a genuine appreciation of one of life's little pleasures. But these wonderful small experiences cannot be fabricated and still generate a pleasure of life, except perhaps for Americans who appear to have lost entirely the ability to distinguish the sizzle from the steak and to whom the only genuine reality is superficial. There is nothing inherently wrong with wanting one's customers to have a good experience, but the American attitude toward creating these is not genuine or sincere; it is cheap, fake, and artificial, a psycho-induced emotional response to a fake reality. Instead of trying to understand how to give customers a real, genuine, pleasant experience as they would receive in Vienna or Rome, the Americans are spending millions trying to understand how to fabricate in their customers the artificial "feelings" of an experience without actually giving them anything. One needs to wonder what the hell Americans think about, what goes on in those minds. And again, if anybody needs an "experience" so badly they have to go to a Starbucks or a Wal-Mart to find it, what they really need is a life.

One of the most obvious sources of evidence of the ingrained superficiality that pervades America today is fruit and vegetable production. There are almost no fruits and few vegetables produced in the US today that have any taste, and there are almost no Americans who know what good fruit tastes like. The reason explains much about the American mentality. US growers wanted to eliminate the natural blemishes that occur on most fruits, so these were cross-bred through many generations to produce a cosmetically-perfect appearance. Next, sporadic and uneven ripening was inconvenient and expensive since pickers would have to return for many days over a month or more to pick all the fruit, so growers cross-bred the fruit to ripen as nearly as possible on the same day. Next, tenderness and delicacy were a problem because fruits are often damaged during packing and transportation, so the growers cross-bred the fruits for toughness and hardiness. It's no secret they succeeded. You can take an apple in an American supermarket and throw it against a concrete wall, with the only damage being to the wall. Then, they wanted to standardise the sizes, so they cross-bred for size consistency, after which shelf life was a problem. Natural fruits will last at best only a few days before they begin to spoil, so growers cross-bred fruits that could be picked green and would last for months. Finally, they cross-bred for artificial color.

In all of this, the Americans were so interested in cosmetics and profit that they sacrificed the only important quality which was taste. The result is apples that taste like cardboard if they have any taste at all, and most don't. We can buy American Granny Smith apples in supermarkets in Shanghai, with a taste somewhere between clay and tissue paper. Eating an American peach is like chewing on a piece of soft wood. American oranges from Florida are just a bitter, tasteless pulp, as are most strawberries. One American grower claimed that the entire fruit industry was about "decorating stores", instead of providing delicious food. It's all about appearance, marketing and corporate profit, an underlying philosophy that perfectly mirrors the superficial American attitude to most things, from automobiles to education. The American version of a peach is a pretty colored ball of dry cellulose that can be picked green and hard, thrown off rail cars and thrown onto trucks, transported for weeks and stored for months, then ripened artificially by exposure to methane gas. It's the perfect American fruit;

hard as a rock, indestructible, has a shelf life of 75 years more or less, and with its lack of taste perfectly reflected in its customers. If you see an American apple in a Chinese supermarket in May or June, that apple has been sitting somewhere for almost a year, and the fact that it hasn't rotted does not mean it's edible. **All American fruit should be avoided, not only for tastelessness but for the chemicals and GM dangers.**

The American Dream

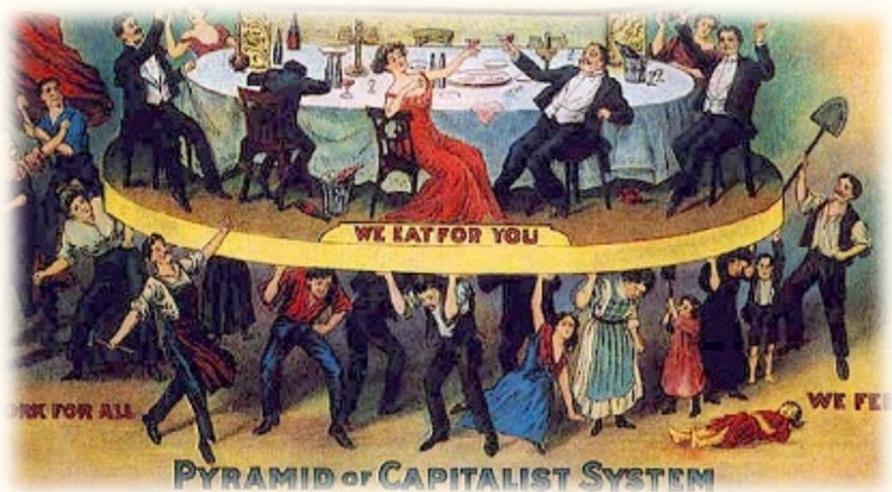


The US has one of the most deeply-ingrained nationalistic ideologies of any nation. Accompanying the grand mass hysterias of patriotism and freedom, one of the most pervasive links in the ideological chain that creates the American sense of identity is a belief in "The American Dream", an imaginary ideal that offers a rags-to-riches path to prosperity. In this mythical universe, all opportunity is equally available to every citizen, in a land where even those with no credentials, education or experience can accumulate untold riches and even rise to become the president of the country. In this context, America is a fantastic utopian myth promoted by the propaganda machine as an idealistic Shangri-la concept of opportunity and hope, where even the most disadvantaged have a fair chance at wealth and fame.

Americans almost universally believe they are unique in this regard, the US virtually defining itself as the land of opportunity, but this has

always been a delusion. While it may be true that the US has accumulated comparatively more wealthy individuals than other nations, and which status has been broadcast to the world as evidence of virtue, this is much more an indictment of the predatory and anti-social nature of American-style capitalism than of equity and opportunity. It is true that the uniquely predatory form of American capitalism will create some kinds of opportunities that do not exist in other countries, but we can develop a very strong argument that those kinds should not be permitted to exist. **Let's not erase 2008 from our memories too soon.** Moreover, there have been precious few large personal fortunes created in the US that were not accompanied by the commitment of even greater crimes, and the executives of a great many US multinationals from the Rockefeller's United Fruit Company and Standard Oil to Coca-Cola and Wal-Mart should have faced trial and been executed for crimes against humanity.

The US does indeed have a large number of billionaires, but this is directly offset by the vast decline of the middle class and the huge and increasing number of impoverished. The elite 1%, the bankers and industrialists who control the government, forced legislation that freed them from taxes and regulation to permit that free accumulation of wealth. The fact that other Western nations have fewer of the extreme rich is also directly offset by their corresponding lack of poverty. One need only examine the data on income inequality to realise that **opportunity in America is increasingly reserved for the privileged few** and that the masses are not only excluded by design but are being plundered by that same privileged few.



As with almost every other American claim of supremacy, the few examples offered of anything are virtually the only examples that exist. Americans will proudly point to a Bill Gates or a Warren Buffett as evidence of the truth of their conviction, but **Gates (William H. Gates III)** was third-generation old money whose family was connected at the highest levels and not, as the myth would have it, an unknown computer geek who dropped out of Harvard and struck gold with a good idea. In any case, Gates and Buffett are two individuals of 300 million, and the brutal truth that seems to escape the consciousness of Americans is that these two accumulated their wealth while tens of millions of others were losing their homes and jobs. Americans will point proudly to Apple, with its accumulated offshore profits of \$300 billion as evidence of America's limitless possibilities, but are apparently unable to see the millions living in tent cities and sleeping in the sewers of Las Vegas as one inevitable result of the accumulation of that same \$300 billion. And they are also unable to see the criminality of firms like Foxconn in China who produce those Apple products in what are essentially forced-labor concentration camps. **The rich in every nation do not become rich because they are smarter, but by taking advantage and almost always by brutalising those less fortunate.**

We can easily create an almost perfect analogy to the American dream: "All Americans have the opportunity to learn to fly. Not in an airplane, but like Superman, cruising through the air on mystical superpowers." Of course, if we examine the landscape, we find precious few individuals who seem to have taken advantage of this great opportunity, but this lack of evidence in no way invalidates our premise. In precisely the same fashion we can claim that all Americans have the opportunity to become rich and successful. Again, when we examine the landscape, we find precious few individuals who have actually managed this, but again the lack of evidence does not serve to invalidate our premise. Of course, the entire argument is just nonsense. The success of Warren Buffett is indicative of nothing but one fortunate and talented individual who was in the right places at the right times and who is remarkable only for his rarity. We have a few Elon Musks and others like him, but again this is indicative of nothing. If the American dream as stated is real, we need at least many tens of millions of individuals who have achieved some reasonable measure of

this dream. But they don't exist, and **the reason they don't exist is that the entire narrative of the American dream is a fraud.**

While the US government, controlled by its bankers and financiers, its multinational corporate elite and the FED, has been working for decades to eviscerate the middle and lower classes and to effect a continuous and massive transfer of wealth to the top 1%, the bottom 99% have been singing the praises of the 'democratic' capitalist system that has been progressively abused to facilitate this transfer. In truth and reality, they are praising the very components of their system that are dragging them further into poverty with each passing year. I can think of no greater tribute to the power of propaganda than for a nation of increasingly impoverished, uneducated and unemployed to not only be blinded to the deliberate manufacture of their own misfortune, but to worship the system that permitted it and venerate the individuals who caused it.



It is noteworthy that religion plays a significant supporting role in the propagation of this fraud. The simplistic and simple-minded

American versions of Christianity, with their two-dimensional and heavily moralistic view of the world, encourage a belief in the eventual triumph of virtue, hard work of course being characteristic of virtue and success being one measure of its practice. In this context and under this indoctrination it is perfectly plausible that the blame for one's failure to 'succeed' should be attributed to one's own shortcomings, and indeed it is seen as whining to blame the system rather than ourselves for our lack of progress. The entire myth, the foundation of the American Dream, is that US-style capitalism will automatically enrich anyone who works hard, filling individuals with an illusory hope that seldom comes to fruition while encouraging them to blame themselves when they fail.

One author wrote that, like most everything else in the US, **the American Dream is a lie**, but this myth is "so psychologically seductive to those who are ambitious and harbor hopes for a better future that the propaganda itself creates devoted followers even in the absence of all evidence". This is truly one of the great tragedies of human life in America, that so many millions of people believe fervently in what is simply a fairy-tale, telling themselves that "there are always possibilities" when a clear-headed look around them should send most of them scurrying for the door. **And it is always the most innocent and gullible, the ignorant and uninformed, the most vulnerable, who are the most susceptible to this vicious propaganda**, as evidenced by companies like Amway.

It sometimes seems that half the content of US bookstores consists of what we call 'self-help' books, meant to give us 'the real secret' to success and riches. Of course, if one book ever did do that, there would be no need for a second. The secret contained in these books is mostly limited to some variation of "You have to believe". And when you fail to strike gold, as you inevitably will, then your belief just wasn't strong enough.



The reality is that opportunity and the path to riches exist today only for the well-connected, with few of the brilliant, industrious, and well-educated ever achieving either wealth or fame, yet most Americans are still deluded into believing these goals are actually attainable. It was once an axiom that a rising tide lifts all boats, but in the last 50 years only the luxury yachts have risen, with the top 1% aggregating most of the income and assets to itself while the middle class has consistently lost ground and been virtually gutted. With the increased financialisation and de-industrialisation of the US economy, **with the FED repeatedly engineering booms and busts**, each with its corresponding massive wealth transfer, the mountain to riches has become a very steep climb indeed for the average citizen. Many authors have noted that a distinguishing feature of American society is the increasingly greater social stratification, whereby those from the lower class have almost no chance to rise even into the middle class, much less aspire to riches or high society. **Among all developed nations, the US has become the country in which economic and societal status are most likely to be inherited and that individual effort or even genius are unlikely to achieve anything remarkable.**

It must also be noted that peoples in all nations harbor hopes of progress, of improvement in their lives, of increasing prosperity, of freedom from want and need, Americans not being unique in this regard. And it must also be noted that opportunities for such progress have never by any means been limited to the US, and indeed the US has never been unique in this regard either. In fact, many nations have higher standards of living and much more compassionate societies than does the US, and it has always been as easy to 'succeed' in Canada or Germany or Italy as in America. American exceptionalism and jingoism notwithstanding, the path to success or the top has never been notably easier in the US than in many other nations.



And finally, of all nations in the world today, it is China that offers the most opportunity for progress and increasing prosperity and, most importantly, that provides this offer to virtually the nation's entire population. While it may be true of China as of all nations, that only good connections and good breeding will get you an invitation to an embassy dinner party, it is also true that in China as in no other nation in the world today can such a high proportion of the people harbor hopes for the future with such a high probability of fruition. It is China, not America that has created an environment for true and almost

universal potential for progress for all. And, while many Americans will refuse to believe this, it is the quality of China's leaders, the fact of China's one-party government system, and China's unique version of socialist capitalism that have made this possible. The very factors that Americans have credited with the presumed success of their nation are in reality the same elements that are destroying their American dream. The signs of both these statements are obvious wherever one cares to look, **but by the time the Americans clear their minds of the clouds of propaganda it will be too late.** I am not so much worried for the Americans, but it concerns me greatly that too many Chinese will also fail to clear their minds of the propaganda and false branding until it is too late.

The Consumer Society



I don't know if Americans were ever fiscally responsible, if they ever had a time when saving was valued, where you didn't borrow for consumption, and where low-quality throwaway goods and products were avoided, but if they did experience such a period in their history, it was brief. Twenty years before Elmer Wheeler's discovery of sizzle, **Bernays and his friends had already instilled the equally important concept of spending tomorrow's money today.** The process began with Layaway plans, then moved to 'Pay as you Go', 'No money Down', 'Buy Now, Pay Later', and other easy credit schemes. Television ads displayed beautiful people enjoying their new home and car, kitchen appliances and furniture, TV, clothing and vacations, and not having to pay for them today. **The marketers hired Bernays' psychologists to create a tactical plan to change American values from saving to perpetual consumption**, and

succeeded beyond their wildest dreams. US marketers conceived and created a 'throw-away' society, where appearance was more important than substance, where quality was sacrificed for fashion. US automakers changed the entire external appearance of their models each year, converting transportation into fashion accessory with advertising campaigns that made people ashamed of driving last year's car. This is so true that since the 1950s, one of the largest 'fashion events' of the year was the unveiling by American auto manufacturers of their new models. There was never any attention paid to engineering or quality; it was all superficial consumerism.

Most Americans are too young to realise that their throwaway society is a recent development. It was not so long ago that quality and durability were important characteristics of any purchase, because people weren't rich enough to buy shoddy products requiring repeated replacement. Consumer goods were meant to last a lifetime - and many did. Many toys were expected to last for generations, and often did. As a child, I played with toys that were handed down from my grandfather. Early in his marriage, my father purchased a set of kitchen pots for my mother, for which he paid nearly two month's salary. My mother died at 91 years of age, and those pots still looked as new as when they were purchased. **It was Bernays and his marketing people, the evangelisers of capitalism, who found a better way to make more money faster.** Rather than selling you one good item and losing you as a customer forever (since it would never need replacement), they began lowering the quality, making and selling increasingly cheaper products that would soon fail and require replacement. This way, American manufacturers would have high profits and permanent repeat customers from a wasteful disposable society.

American manufacturers had developed the processes of large-scale mass production to serve the nation's war machine, but after the war these massive factories would remain mostly idle. The solution of Lippman and Bernays was to engineer one of the greatest shifts in social values the world has ever seen, by re-defining the concept of "need" in the public mind to coincide with every product American

factories could make. They employed their wartime propaganda methods to indoctrinate the American people with a need to purchase everything possible, in their pursuit of "a higher living standard".



"Bernays began the process of selling not so much products as emotion itself. In psychologically linking the act of consumption to feeling free, happy, empowered, and confident, he tied notions of identity and self to items that could be purchased." This was the true birth of consumerism, and why it existed (and exists) only in the US. **America evolved into a 'shop-until-you-drop' throwaway economy, based on easy credit and superficiality.** In a few decades, Americans went from 'thrift' to 'spendthrift'.

Few people have any idea of the extreme, almost fanatical, extent to which Bernays' consumption virus succeeded in infecting the American population, having long passed the point where it can be deemed pathological. As one measure, that of shopping mall space per capita, Germany has 2.7 sq ft per person, Japan has 3.9 and the UK has 5. For every American shopper there are 24 sq ft of mall. The so-called

"American Dream" evolved from this massive psychological abuse, and is why the American search for a higher standard of living manifests itself in mere useless purchase and consumption. The US economy, dependent for 75% of its life on consumer spending, is an entirely artificial construct that could never have existed without the greed, immorality and twisted psychological principles of Bernays and his "elite few". **Americans have now defined this bizarre consumption standard as the default position of all mankind's economies, which they are now aggressively trying to inflict on China as 'best practices' and the will of God.**



In his book '***The Affluent Society***', **Galbraith** so wisely noted that US consumer demand was contrived and not natural. P & G is widely noted today for their unusual marketing model that enjoys a mostly artificial product demand driven by propaganda and supported by massive advertising spending, twice that of any other firm in the world. It is not a secret, and is acknowledged even among P & G executives, that the firm's sales would within months fall by perhaps 70% if the advertising flood were terminated. As one author noted, "There is a very direct correlation between demand for a product and the marketing expense in synthesizing that demand." The propagandists

representing the elite owners of US industrial production recognised early on that contrived demand and consumption were a royal road to riches for them, and that they held the key to infecting Americans with a consumption virus. **They eventually penetrated not only the homes but the school systems, to the extent that today Americans are taught from kindergarten that consumption is king.** In this model, industrial production cannot increase without a corresponding increase in consumer demand, which means Americans must be moved to increasingly desire more products and spend increasingly more money to obtain them, which meant not only marketing and advertising but the development of consumer credit. Since Americans would not always have enough money today to purchase today's new products, they were increasingly encouraged to borrow and spend tomorrow's money. In a PBS program series, the narrator boasted that "One of the most wondrous inventions of the age was consumer credit. Before 1920, the average worker couldn't borrow money. **By 1929, "buy now, pay later" had become a way of life**". This is virtually the entire picture of the US economy today, consisting of the production and purchase of unnecessary and increasingly lower-quality products, the sales of which are stoked by ever-increasing advertising expense and the fiction of brand value, all financed on credit.

Galbraith noted correctly that American society evaluates people by the products they possess. Because for generations the corporate propagandists created and propagated the myth of striving for "a higher living standard" - which they defined as owing more things - as the epitome of the American Dream, it is natural that Americans now judge themselves and others according to their rates of useless consumption. It is probably true that the principal social goal of **Americans is owning more things, the direct result of generations of intense programming.** It is often said that Americans have a standard of living while Europeans have a quality of life, an accurate observation beyond the appreciation of most Americans. Galbraith again noted that American values are wrong, that "We set the wrong goal, the national dream, which created the evaluation system that is now conspicuous consumption and possession". He wrote further that the urge to consume - which is virtually the bedrock of the US economic system - was deliberately

created by fostering a false value system that emphasised production and consumption as the governors of prestige.



The Sixty-Two Convertible • Jeweled "V" and Crest created in emeralds and diamonds by Harry Winston, Inc.

Cadillac grandeur

Wherever highways lead and quality is recognized, the Cadillac car engenders
a sense of content that is unique in the world of possessions.

As far back as the 1920s, economist **Paul Nystrom** claimed that changes in lifestyle had induced American society to a "**philosophy of futility**", of consumption for its own sake as a kind of social fashion. Norwegian economist **Thorstein Veblen** first coined the term "conspicuous consumption", which was defined as a narcissistic behavioral addiction, a kind of psychological deformity induced in a population by promoting the purchase of usually expensive goods that are not necessary to one's life, simply to show that one is able to afford them. Veblen's original proposition was that conspicuous consumption was a psychological end in itself, providing the honor of superior social status while provoking envy in others. This kind of consumption is most

notably seen in the behavior of the newly-rich, demonstrating their immaturity and lack of good taste by showing off, though we can sometimes observe it in the lower social classes who perceive themselves as relatively poor and give themselves a psychological lift by the unnecessary purchase of an expensive item. We see this often in the black ghettos in the US, where the poorest teenagers will spend unaffordable sums to buy a pair of sport shoes that happens to be in vogue.

This is not the same as purchasing something that we really do want for its own sake, and which would add pleasure and enjoyment to our lives. If we really love something and would be happy for owning it, there is no harm in indulging ourselves. Life is for living. But if you buy something for the sake of status or prestige, in other words, not because you love it for itself but to impress others, **you are not living your life - you are living theirs.** The British economist **John Stuart Mill** stated this quite well when he wrote, "*I by no means wish to see discouraged any indulgence which is sought from a genuine inclination for, and enjoyment of, the thing itself; but a great portion of the expenses of the higher and middle classes in most countries is not incurred for the sake of the pleasure afforded by the things on which the money is spent, but from regard to (public) opinion.*"

Of course, American society and quality of life were the natural victims of this propaganda. When we are overwhelmed with advertisements to buy new cars, we have much less sympathy for higher taxes that would pay for schools, hospitals or a high-speed rail system. And since US corporations and their elite owners and financiers exert a virtual ownership function on the US government, American government policies were recalibrated to support the capitalists instead of the best interests of the citizens and the nation. **It is not for nothing that the US has no government-operated health care system, spends more on prisons than on education and that virtually its entire physical infrastructure is crumbling today. All of this stems from the same propaganda directed to serve the top 1% and satisfy their personal greed.**

A significant characteristic of US media that exists in no other country is the subtle but persistent reinforcement of consumerism. When George Bush finally appeared on TV after 9-11, his only advice to Americans was to "go shopping". **Ben Bagdikian, Danny Schechter, Noam Chomsky** and others have all detailed the extensive infiltration of consumerism into all aspects of media communication, where informational programs, documentaries and other important measures are eliminated because the media want "to avoid programs with serious complexities and disturbing controversies that interfere with the 'buying mood'". **Media owners want to keep Americans sequestered in their private little local worlds, cut off from too much knowledge about the world, preferring viewers to be "tranquilized, pacified, entertained"**. According to **Schechter**, the dominant media mantra to viewers and readers is "shut up and shop". Embedded in this approach is also a constant selling of the benevolence of capitalism and benefits of free enterprise. Bagdikian detailed how subtle forms of this cultural reinforcement appear almost everywhere, displaying corporate imagery flattering to capitalism, promoting the concept that "all businessmen are good, or if not, are always condemned by other businessmen", that **the 'American way of life' is beyond criticism**.



P&G's expenditures on TV advertising are so huge the company uses its power to dictate program content to the networks. For decades, P&G have demanded of TV networks: "*There will be no material that may give offense either directly or by inference to any commercial organization of any sort. There will be no material on any of our programs which could in any way further the concept of business as cold, ruthless and lacking in all sentimental or spiritual motivation.*" Sound familiar? I could provide a list of significant events that might easily categorise P&G as "*cold, ruthless to the point of criminality, and lacking in all sentimental or spiritual motivation*". Not only that, P&G have a vested interest in maintaining the utopian mythology that so controls American consumers. From their policy statement again: "*If there is any attack on American customs, it must be rebutted completely on the same show*". The result of all this influence from owners and advertisers is that all US media content, not only news but all network programming, and all movies, are subject to a subtle but pervasive censorship, all of which works together to reinforce not only the consumer society but the entire range of American social and historical mythology. **The entire media and communications landscape in the US is infected with propaganda of one kind or another.**

Let's put aside marketing fraud for a moment and review the most important consideration of US consumer spending. To re-state, the American economy depends for 75% of its life on consumer spending, a ratio far higher, nearly twice as high, as that of most other nations, a condition that is pathological by any economic or psychological measures. This condition did not derive from natural development **but was instead the result of decades, generations in fact, of an insidious program of marketing propaganda consciously promulgated to turn Americans into witless consumers for the sake of enriching the industrial 1% of the nation.** An economy based on a level of consumer spending of this magnitude is so unbalanced that in the long run it cannot survive. And indeed, its temporary survival comes at enormous cost to the nation. One such cost is that the US is now a country with an infrastructure, including dams, highways, bridges, airports, railways and more, that has seen no maintenance or upgrading for more than 60 years and that is increasingly experiencing collapse. The money that should be extracted

in taxes and spent on crucial national needs is instead spent on shoddy goods at Wal-Mart. In fact, **the funds requisite for critical national needs are being siphoned off as corporate profits for the benefit of a chosen few**. Yet we have the Americans today furiously urging China to follow their path and drastically encourage consumer spending. Of course, part of this evangelising is an equally furious urging for China to cease all infrastructure spending and other national development to release funds for consumers to spend. The reasons are two-fold.



One is that following the US advice would mean China's development would be frozen in place, all improvements would cease, China's hopes for the future would die on the vine, all this being part of the plan. The second reason is that the Americans hope to profit the most from a potential doubling of consumer spending in China. It is astonishing to me the clearly-flawed economic theory postulated by the Americans has been able to gain any traction in China. Briefly, the postulation is that consumption, consumer spending, will replace investment in development and therefore permit China's economy to continue to grow unimpeded, a theory so obviously false one would need to believe in fairies to give it credence. **Consumption - consumer spending - is not the driver**

or creator of national growth and development, but is the result of growth. As the economy grows, wages and incomes rise, and people have more money to spend. To freeze investment and encourage the population to spend all their money will not make the economy "grow", regardless of the temporary (and false) effect on GDP statistics. It will simply transfer private savings and incomes to the owners of those firms selling consumer goods, impoverishing the nation while enriching primarily the American MNCs. The entire proposition is rubbish, pushed onto China for the perceived benefit of American firms with the added attraction of derailing China's economic development and thus removing China as an economic threat to the US. And that is the entire story. **China's economy is neither unsustainable nor unbalanced, and to follow the advice of the Americans to "shift China's growth model to one driven by household consumption rather than by investment and exports", will serve only to destroy China. And that is the plan.**

NOTE to readers:

This essay is a companion piece to a chapter in one of my E-books titled Bernays and Propaganda, which deals with a wide range of related topics. This is the link:

<https://www.bluemoonofshanghai.com/wp-content/uploads/2022/02/BERNAYS-AND-PROPAGANDA.pdf>

The related part is -- **Chapter Four — The Transition to Education and Commerce**, which provides more detail and background, and some live examples. Scroll down to the heading "*Turning to Commerce*". The Chapter is not long but is necessary for the extended view it provides.

Creativity, Entrepreneurship, and other American Myths

The Myth of American Competitive Supremacy



Americans boast incessantly about their competitiveness and the miracles of their predatory capitalist system, but on examination these claims appear to be mostly thoughtless jingoism that transmutes historical accidents into religion. If we examine the record, US companies have seldom been notably competitive. There is more than abundant evidence that their efforts are mostly directed to ensure an asymmetric playing field that permitted them to avoid confronting real competition. And, in very large part, major US corporations have succeeded not because of any competitive advantage but by pressure and threats emanating from the State Department and military. **New York Times** columnist **Thomas Friedman** stated the truth quite accurately when he wrote, "The hidden hand of the market will never work without the hidden fist. **McDonald's** cannot flourish without **McDonnell Douglas**."

Xerox was once almost the only manufacturer of photocopiers in the world. **Kodak** was once almost the world's only maker of cameras and photo film; Where are Xerox and Kodak today? More recently, **Motorola** was the leading manufacturer of mobile phones; Where is

Motorola today? US-based **RCA** Victor was one of the largest producers of TV sets in the world. Where can you buy an RCA TV set today? Where are the great **Pan Am World Airways** and **Continental Airlines**? Where are **E.F. Hutton, General Foods, RCA, DEC, Compaq**? Where are **American Motors, Bethlehem Steel, Polaroid** cameras, and so many more? Gone, because they couldn't deal with effective competition.



Boeing Aircraft would be gone today if not for the extensive subsidies it receives from the US government. It's true that Airbus receives subsidies too, but Boeing is supported by billions in US military research grants against which it can apply much of its current expenses. Not so many years ago, **IBM** was the only manufacturer of office and home computers. Where can you buy an IBM computer today? **GE** was once the largest manufacturer of electric home appliances, lights and lighting fixtures. Where is GE today? Transformed into a financial company, beaten out of all consumer markets because it couldn't compete. IBM defenders will tell you that the company willingly abandoned the PC market to focus on mainframe computers and information services, but no company abandons a profitable market. The truth is that IBM faced manufacturers who could produce PCs for a quarter of the cost, and were forced out of the business. GE defenders would make a similar claim, but GE couldn't compete in the vast consumer markets and was driven out too.

The three major US auto manufacturers are in the same position. **Chrysler** has been bankrupt three times already, and survives today only because of Fiat having taken it over. The great **General Motors** went bankrupt, and was saved only by \$60 billion of cash injections from the US and Canadian governments - money which will never be recovered. And in spite of that, GM would have anyway disappeared from the earth if not for its sales in China - which are now three times GM's sales in its own country; even Americans are refusing to purchase GM's tired and dying brands. Only **Ford** has been able to keep its head above water, and then only just. We could produce a list of hundreds of US companies who thought they were great until they faced some real "competition", and then rapidly disappeared. It's true there are business failures in every country, but other countries don't boast about their God-given omnipotence and their world-beating competitive supremacy.

Along similar lines, the Americans have never forgiven the Europeans and Russians for producing supersonic passenger aircraft after all US attempts failed. And they are unlikely to forgive China and Russia for the deployment of working hypersonic missiles when all domestic attempts have failed.



And then we have the genuine mythology of **Alexander Graham Bell** who didn't invent the telephone, **Thomas Edison** who, by his own admission, never invented anything – including the light bulb, the **Wright Brothers** who were never the first to have powered flight, and

great **Albert Einstein** who plagiarized everything he published. The list is very long.

Descriptions of American ingenuity and competitiveness were never accurate or valid, but mere jingoism fabricated by Bernays' adherents to further promote the self-serving mythology of virtuous American capitalism. The truth is that the large US companies thrived on only brute force, heavily supported by their own government to limit competition both domestically and abroad. The US government and military have always existed primarily to browbeat other nations and economies into submission, to help US corporations obtain unfair trade deals, exclusive access to resources and markets, effectively colonising and subjugating much of the world. American business has seldom been able to compete when placed on an equal footing with other competitors because the US business model works only on a "take it by force" basis. Kodak, Xerox, and so many other American icons disappeared when the playing field did indeed become level.

We need only look at the US domestic market to see the truth of this. When Japanese and German automobiles were finally permitted into the US market on equal terms, the American auto firms mostly entered a long slide to bankruptcy - because they couldn't compete. Almost every computer and electronic device sold in the US today is a foreign brand because Americans couldn't compete when the playing field was level. Motorola's crappy phones were a great success until Nokia and others entered the US market. **Harley-Davidson** exists only because of a 50% import tax on competing motorcycles; **Ford Motors** would also be in bankruptcy if not for the heavy protectionist tax on light trucks. The American mobile phone companies and ISPs would disappear into the bankruptcy courts within a year if foreign firms were permitted into the market. **Cisco Systems**, the grand American Internet infrastructure champion, would within three months be reduced to assembling Playstations for Sony if Huawei were given free access to the US market. The story is the same for countless American firms that were once dominant in their home market but quickly disappeared when protectionist trade tariffs and duties were eliminated and foreign products could enter the US on fair or equal terms. The dominant US firms surviving today are able to do so due mostly to rampant protectionism and oligopolies created by the US government to ensure their survival.

The same is true in foreign markets. Few American companies have been able to survive in other countries, other than the fast-food chains. Most recently, **Domino's Pizza** is leaving Italy with its tail between its legs after ten years of failure, blaming the bankruptcy on COVID. But there is a long string of American failures preceding this; **E-Bay** and **Home Depot** left China in tears a few years ago. **Uber**'s China business was taken over by Didi, and there are many more. Those American firms that have survived, have done so primarily by purchasing domestic brands and using that distribution system to support their foreign market entries, and most of those have succeeded only due to astonishing criminality in their foreign joint ventures.

And it is an axiom in the auto business that nowhere in the world can you buy an American car except in North America and China, and the China market may soon disappear in spite of what seemed an initial success.

At one time, US banks, radio and TV companies, print publishers and others were heavily restricted from mergers and takeovers on the sound basis that society needed to be protected from the predatory nature of concentrated ownership. But for the past 50 years the elites who control the large US corporations have exerted enormous influence on the government to remove domestic restrictions on monopolies, and eventually their political influence succeeded to the point where today the entire nation has only a few media firms, auto manufacturers, pharmaceutical firms, oil companies, telecommunications firms and major banks. In each case, companies were bought, merged, swallowed or bankrupted until only a few very large survivors remained.

American banking corporations were once permitted to operate only within a single state, in part to sensibly ensure that local deposits were converted to local development loans rather than being siphoned off to develop other richer regions. But the powerful East-Coast bankers, heavily supported by the FED, convinced the government that all those small regional banks needed "competition" to make them "more efficient" and to bring them into the big leagues of the modern financial world. And of course, once approval was received, most of the local banks were purchased, enticed into a merger, bankrupted or forced out of business, and now a small number of banks controls most of the

US economy. And, as we would expect, the new mega-banks did indeed siphon off local deposits to richer centers, thereby vastly increasing the nation's income disparity and relieving the government of its control of regional development. All the claims about the need for, and benefits of, competition were false. The purpose of these mergers and purchases was never to foster competition but to eliminate it. Today, a few major US banks control the bulk of the nation's business, and instead of competing with each other in some meaningful way they generally conspire together to plunder their customers. Where there is real competition consumers have choices, but what are the choices with the banks? You can leave one bank that offers poor service while cheating you to go to another bank that will offer poor service while cheating you.



The US mobile phone system, an oligopoly, is the most expensive and dysfunctional in the world. An Internet-enabled smart phone that can be managed well in China for less than 100 yuan a month (\$15.00) will cost \$200 per month in the US. Until recently, SIM cards could not be removed, to prevent customers from changing suppliers; unlocking the phone to enable its use with another phone company or in another

location, would lead to a \$500,000 fine and a ten-year prison sentence, thereby protecting the oligopoly from competition. Like all American systems, communication was designed by and for the benefit of private enterprise, meant to hold consumers captive and milk them for every dollar they have. It was never considered as infrastructure nor designed with any thought of what was best for either the consumers or the nation.

This pattern prevailed in banking, transportation, telecommunications, the media, the petroleum industry and others, to create a situation where these giant firms could totally dominate an industry to control not only prices and production levels, but also the rates of both future investment and technological innovation in these industry sectors. Those innovations escaping this capitalist net were soon either driven out of business or were purchased and killed. These are precisely the same arguments American companies and the US government utilise today in China to pressure China's government to open industry sectors to US multi-nationals, claiming the benefits of competition and the need for efficiency as necessary credentials to enter the modern world. These claims are equally as much a lie in China as they were in the US.

In fashion similar to their mythical inventiveness and entrepreneurship, nostalgic and misinformed Americans today pine for "the returning of pride once again to what was once the global standard of creativity, quality and style in manufactured products - the mark on all our goods saying 'Made in the USA'".



But this is just one more foolish American myth. The US was never a world standard of anything except weapons and maybe pornography, and even then they stole most of that from Germany and Japan. Mostly, American products, like their automobiles, have always been crappy. It is true there have been some products of acceptable quality emerging from the US, but these have always been much in the minority and the few examples used as evidence of this claim are virtually the only examples. The Americans have never been able to produce machines or tools that could match those of Germany, or shoes and clothing as fine as those of Italy, or wines and food products as good as those of Europe.

We are constantly reminded that the Americans, being so creative and innovative, spend huge amounts of money on R&D, but these claims are short on detail and therefore disguise the objectives of corporate R&D in America. Companies in most countries invest in research to produce products of higher quality and greater reliability or durability, but US firms typically have interest only in finding ways to produce more cheaply so as to enhance profitability. Large American firms focus at least 60% of their entire R&D budgets on ways to lower costs, with product quality inevitably being the loser. American investment in R&D is merely a kind of race to the bottom, with every firm competing to discover new ways to substitute substandard materials and produce a more cheaply-made product that can be sold at the same price. Many components are internal where the materials quality is not obvious to consumers, but for those which are external and subject to consumer evaluation we see superficial America at its best. Manufacturers conduct consumer tests of their R&D 'innovations' to determine if the public are able to detect the cheap substitutions, the goal being to degrade product quality and cost as much as possible in a way that will not be apparent to the consumer. **Lawrence Mishel**, President of the Economic Policy Institute, wrote that "*the US is a country interested only in finding the shortest route to the cheapest product*".

Despite all the mythical propaganda, the Americans have never placed much value on a skilled work force, and the quality of American goods has reflected this for 200 years. Neither American people nor their corporations have ever valued product quality, the people having for generations been programmed to value superficiality and appearance over substance, eventually resulting in the almost universally low quality throwaway society we see today. One of the main results of this low-class attitude is the American use of technology. Companies in

Germany, Japan, China, and much of Europe, will take advantage of new technologies to produce better and higher-quality products but the

Americans almost invariably use it to lower their cost of production and raise their profits. Product quality is always the loser. Even today, **a German Volkswagen that requires repairs after a year is an anomaly; an American Buick that doesn't, is a miracle.**

The American Entrepreneurial Spirit



Americans have a bad habit of sloppiness with their vocabulary, an unthinking and simple-minded tendency to contaminate definitions by exaggerating them beyond the bounds of all good sense, mostly to fabricate grist for the propaganda mill. One such foolishness is of course the American definition of democracy which sometimes seems to include a thousand unrelated and mostly mythical items like freedom. One American acquaintance stated that a pet's 'right to dog food' was 'a human right' and therefore included within the meaning of democracy. I sincerely doubt that one American in 50 could provide an intelligent definition of either democracy or freedom; the words simply mean whatever each person wants them to mean, the media pundits even less intelligent than the rest of the population.

We have the same problem with the use of 'entrepreneurial' as an adjective, the definition often expanded to include things like innovation or creativity or independence, and sometimes even 'freedom', and of course including the filing of new patents. But when the US military funds MIT for weapons research and obtains useful discoveries, this is hardly an example of the entrepreneurial spirit at work. An entrepreneur is someone who takes the initiative to form a new enterprise, the term being only peripherally related to innovation or the generation of ideas. Richard Branson may be entrepreneurial in designing and building a new space ship for tourists, but for each one of these we have several million who open their own pet shop.



The Americans constantly flaunt companies like **Microsoft, Google and Facebook** as examples of their entrepreneurial abilities but, like most all else, the few examples claimed are virtually the only examples that exist. And in almost every case I know of, especially with examples like Google and Facebook, there was enormous government, **State Department and CIA** political involvement, heavy funding, and enormous commercial pressure without which these enterprises would never have seen the light of day. **Google is virtually a department of the CIA**; Facebook and Twitter may not be much better. Warren Buffett and Michael Dell may be exceptions, but there are precious few of these. Apple would qualify, as would the creation of Hewlett-Packard, but America's list is much shorter than China's, with firms like Huawei, Wahaha, Xiaomi and 50 million others who started their own businesses. Like all the supposedly great things about America, the nation's entrepreneurial spirit is just another utopian myth created by the propaganda machine as one more aspect of brand marketing.

In the US, a new college graduate who has a job and isn't already bankrupt with student loans, will take his first paycheque to a car dealership and borrow whatever he can to buy a car, and spend years paying off the debt. A new Chinese graduate will leave his full-time job at 5:00 PM and wash dishes in a Chinese restaurant until midnight, saving every penny until he can put a down payment on a house or an

apartment which he will then rent out. And he will continue applying his salary from both jobs, supplemented by the rental income, until the house has enough equity for a down payment on a second property. And he continues, while he lives in a small rented flat, and after 5 or 6 years he has one house paid for, which he can then live in almost free, with another well on its way. He will continue to apply all income and rentals until the second home is also paid off, after which he can bank his entire salary and buy a new Mercedes if he wants one, or start his own restaurant, or buy a third house. Which way is better? Where is the evidence of "the entrepreneurial spirit" in the American?

Nevertheless, and in keeping with the American defense of their pitiful **PISA** scores and educational system, the propaganda machine never tires of boasting of the breadth and depth of entrepreneurial America, of the adventurous spirit that pervades the nation, of the US being a veritable hotbed of entrepreneurs and business leaders and inventors. But of all claims of American superiority, and in spite of all the blatantly false myths about every other part of American excellence, this claim is so silly as to defy understanding of its origin. In a lifetime of travel, I have almost never met an American who dreamed of having his own business, and the same is true for Canadians, Brits, Australians and Germans. Italians yes, many; Americans, none. But in more than 25 years of constant exposure to Chinese people, and in a decade of experience within China, I am still genuinely surprised to meet a Chinese who does not dream of having his or her own business. The desire to be one's own boss is virtually embedded in Chinese DNA and would serve as one of the defining adjectives of the Chinese people. There is nothing in the US to compare to it, and there has never been. In fact, it is China, not the US, that is flooded with entrepreneurs and the spirit to strike out on one's own. Ningbo, a small affluent city in East China, is known primarily for its abundance of millionaires, and has an extraordinarily strong private business base, with one in four local people involved in export-related industries. Where do we find this in America?

In the business school of the university in the small town of **Yiwu**, in Zhejiang Province near Shanghai, all the students - all the students - have their own businesses. They may only be Taobao online shops, but they all make money. In fact, it is part of their business-school curriculum that they at least open online shops to take advantage of Yiwu's massive commodities markets, and learn how to buy, sell and market those goods across the nation. Many accept largish orders and market internationally - and these are kids. Some of them make \$100,000 a year in this minor part-time occupation while they are still

undergraduates. Many are also quite fluent in English and are taught to act as agents, purchasing advisors, negotiators and translators for foreign buyers, accumulating business skills and experience of enormous value. Where do you find this in America? Where do you find this at Harvard? The American business schools pretend that entrepreneurship entails imagining an iphone in your garage and finding an angel willing to pump \$200 million into putting your show on the road. But for every one of those you can find in the US, China has 6 million of its kind, and guess who's driving the Ferraris. And guess who spends 6 hours in front of the TV every night, still believing the sun revolves around the earth and still unable to find his country on a map of the world.



As well, if you read my E-book on '**How the US Became Rich**', (1) it is heavily documented that great numbers of products which the mythological narrative now credits to American inventiveness were simply copied or stolen from other nations, often with the encouragement and financial support of the US government. **Coca-Cola** is one such example, but there are literally hundreds of others, including most manufacturing machinery and processes.

There are a great many of these "firsts" that were never American, but where the claim has been made and the title confiscated as part of the long series of historical myths used to bolster the jingoism of American supremacy. Americans firmly believe they are exceptional in their ability "to turn the abstract into practical products for everyday people to be able to afford". In evidence, they produce a long list of products and consumer goods that evolved from their "scientific research", and that, according to them, is "so long and obvious as to sound like bragging". The only flaw in this mythical narrative is that none of the claims are true. Almost no items on their "bragging list" were invented by Americans, and in the cases where US residents were the first to apply for patents, they were not Americans but virtually all by immigrants who had built on someone else's work. Many Americans

believe that IBM created the personal computer, but **Germany's Konrad Zuse** built the first functional programmable computer in 1936, and Olivetti in Italy as well as scientists in Russia and Poland had working computers long before that.

And it goes much further than this. The Americans are exceptionally proficient at creating historical myths that demonstrate their supposed moral superiority in virtually every area, freely rewriting history or carefully burying crucial facts in juvenile attempts to mislead. One such myth concerns the fabled military aircraft, the P-51 Mustang which, according to the Americans, single-handedly won the war in Europe, defeated the German Luftwaffe all by itself, and "is widely considered the best piston single fighter of all time". Of course, it is no such thing, except to the Americans themselves. For one thing, the Americans' brief flash at the end of the conflict hardly 'won the war' but, more importantly, this aircraft's original designation was the XP-78, a name almost nobody has ever heard of, and for good reason. The aircraft's performance was underwhelming to say the least and, with its American-built **Allison engines** was of no more use during wartime than a lawn mower. It was the re-fitting of this aircraft with the British Rolls-Royce Merlin engine that made it useful. With the Merlin generating twice the power with less than half the fuel consumption of the US engine, the aircraft did indeed have great range and performance - as did the Spitfires and other British aircraft, but the original American version wouldn't have made a list of the top 500. And yet nowhere in any American narrative do important facts like these appear. In these areas, as in so many others, the US is a nation based on lies.

In related propaganda, anything developed first by another nation will not actually exist in the American mind or be recognised in the American narrative until it is subsequently copied and produced by the Americans, at which point they will assume full credit for having taken a flawed and primitive foreign concept and developed it into the only real good version. The British Harrier aircraft is one such example that comes immediately to mind, as are Italian espresso and cappuccino. On the other hand, any country creating anything similar to that existing in the US will discover its product being immediately denigrated as just a cheap copy of an infinitely-superior American invention. Americans are such a pain in the ass.

Creativity and Innovation

The floods of new patents notwithstanding, there is no evidence that Americans are any more innovative or creative than any other nation of people. Equally, there is no evidence that Americans are any more resourceful than people from other nations, and I would argue they are rather less so. Moreover, two major conditions serve as strong contraindications of these claims of American inventiveness.



One is that most of the invention and innovation that occurred in the US was not done by "Americans", whoever they are, but by people from other nations, a large percentage of these being Chinese. In fact, in America's famous Silicon Valley 50% of the participants are Chinese and another 40% Indian. That wouldn't seem to leave too much creativity or innovation for Americans. Indeed, without these foreigners, US innovation might come to a virtual standstill and Silicon Valley might have amounted to nothing. The US has for decades offered free graduate-level education and attractive research jobs to the best and brightest of other nations, which is simply colonialism in another form, effectively purchasing the brightest students from other nations then taking credit for their inventions or patents. The truth is that precious little of the inventiveness that occurred in America in the past was ever done by Americans. Even today, a recent study financed by New York mayor Bloomberg proved that 75% or more of all patents emerging from US educational institutions were obtained by foreigners,

a great many of whom were Chinese. The US educational system has never fostered either inventiveness or creative thinking; what it has done, and perhaps done well, is to hire creative minds from other nations and then claim their work for itself. It has been only through plundering resources and the brightest people from other nations, that the US has progressed and become rich overall. If not for that, America today would be of no more consequence than Australia.

The second is that a surprising amount of the innovation emerging from America in recent decades did not come from lofty ideals, satisfying consumer needs, or other moral truisms, but was simply commercial fallout from military research. As noted elsewhere, **MIT**, one of the most prominent and praised US educational institutions, was created for the sole purpose of military research and until recently was almost 100% funded by the US military. The US may well have its share of intelligent and innovative people, but their talents have been mostly directed to war, marketing, and the marketing of war. When the Americans were flooding the people of Vietnam under a tsunami of millions of liters of napalm, they discovered the Vietnamese were cleverly avoiding their planned immolation by submerging themselves in water and extinguishing the flames. The Department of Defense quickly assembled the best and brightest Americans (at Harvard) who, innovative as always, discovered they could infuse the napalm with particles of white phosphorus that would burn a man to death even while under water. American ingenuity at its best.



The US government has arranged widespread 'public-private partnerships' with many educational institutions for the purpose of military research, and after the military determines how to weaponise something, they then let parts into the private sector. The **Internet** was a military project, as was the American **GPS** system. **Google Earth** resulted from US military spy satellites; radio, computers and microwaves were military projects. The list is long. When this massive seconding of the American educational system for military use became a target of public objection, the US government did what it and its corporations always do: they moved it offshore. In late 2013 der Spiegel reported an outbreak of public condemnation when it was revealed that German universities had received tens of millions of dollars from the US for military research, and many other foreign universities are in the same position. The Americans are now attempting to utilise the best and brightest from all Western nations in their headlong rush to create military invincibility, hijacking the research departments in the world's universities and paying scientists and researchers from all nations to make their contribution to American military superiority.



Americans are not "inventive". They are greedy and self-serving, interested much more in commercial domination and control than in creativity. Creativity is defined by art, not by money and, since Americans have no art, they have redefined creativity as something that produces money. And it's even worse than this. As I've

noted elsewhere, about two-thirds of American R&D budgets are directed exclusively to finding ways to degrade product quality and lower the cost so as to make a cheaper product and increase profits. In what way is this a reflection of "creativity"? Even worse, the US government and corporations have not only hijacked all American universities as incubators of profit but also as hotbeds of weapons research, now extending this to the research departments of universities in other Western nations. I'm sorry to say this, but of all the available fields of human endeavor that would benefit from the application of imagination, the Americans have chosen only two: the search for ways to provide less while charging more, and ways to kill more people faster and from a greater distance. This is not creativity. It is a kind of mass hysteria in a population that long ago lost its moral compass and sense of values, a people rendered powerless by a profusion of propaganda that redefined a life worth living as one of superficiality, greed and domination.



In late 2015, Robert McMillan wrote an article in the **WSJ** in which he noted that China's supercomputing technology is growing rapidly and that China has had for years the world's most powerful supercomputers. China's Tianhe-2, which had for years been ranked the world's most powerful supercomputer, could perform 34 quadrillion calculations per second. The machine in second place, the US military's installation at its Oak Ridge National Laboratory, could perform 17 quadrillion calculations per second - exactly one-half as fast as China's, and this in spite of spending billions of dollars to improve their capability. McMillan stated that the increasingly poor American results

are not from a slowdown in the US effort but an acceleration of research in China. Only a few months later, Xinhua news reported that China's National Supercomputer Center would soon be releasing the prototype of a supercomputer that will be 1,000 times more powerful than its original ground-breaking Tianhe-1A (which was then superseded by the Tianhe-2). A few months later, in 2016, China introduced its new supercomputing system, **Sunway-TaihuLight**, the world's fastest for the seventh straight year, and using entirely Chinese-designed processors instead of US technology. This new Chinese computer is capable of 125 petaflops, or quadrillion calculations per second, more than seven times faster than America's Oak Ridge installation, and the first computer in the world to achieve speeds beyond 100 PFlops. The supercomputer's power is provided by a domestically developed multi-core CPU chip, which is only 25 square centimeters in size. As well, in 2015 China displaced the US as the country with the most supercomputers in the top 500, China having 167 and the US 165, with Japan third at only 29.

I must say it was not only comical but instructive to follow the heavily-politicised transcript emerging from the US government on these 'computer wars', and so heavily parroted in the US media. For years, the Americans published - at full volume - lists of the world's fastest computers, with their equipment always leading the pack, with calculation speed being the only appropriate measure. In that process, US government officials and the American mass media took advantage of every opportunity to denigrate the Chinese for their lack of innovation. Then one day Chinese engineers produced a supercomputer twice as fast as the Americans' best effort, and suddenly the goalposts were moved. The measure was no longer calculation speed but the fact of using home-grown processors, so even though the Chinese machines were much faster than those of the Americans, they were using US-sourced microprocessors, so the Americans still won. The US government and media even enhanced their depreciation of China, loudly proclaiming that China would be nothing without US technology. So Chinese engineers designed their own microprocessors and produced a supercomputer five times faster than the best the Americans could manage, and suddenly the Americans have disappeared from the radar. Neither the US government nor the media appear to have any further interest in either the capability or the numbers of supercomputers, and the Americans seem to have lost interest in publishing lists of the world's fastest computers. But on the bright side, Chinese authorities report that the NSA has launched hundreds of thousands of hacking attacks, looking for a way to steal and copy the technology for China's new microprocessors.

Notes

- <https://www.bluemoonofshanghai.com/wp-content/uploads/2022/07/ENGLISH-NATIONS-BUILT-ON-LIES-VOLUME-1.pdf>

The Branding of America - Putting Lipstick on a Pig



One of the greatest frauds ever perpetrated on consumers is the branding of consumer products, a practice created almost

entirely in the US, **achieving significance only from an overwhelming flood of abusive psychological propaganda** and advertising. In probably no other place did American corporations and ad agencies apply Bernays' psychiatric propaganda methods of public manipulation with more bloodthirsty determination than in their creation of the fiction of branding, and in no other country are brands treated with the reverence they are in the US.

In real life, a brand is nothing. It is only a name that has no value other than for product identification. Any value is in the product itself, but the large firms have spent literally tens of billions of dollars to convince Americans and the world otherwise. Everything we have been told and taught about brands is a lie, what someone called "meticulous landscaping" of the consumer environment. **To a consumer, there is no value in a brand.** The relation between a product and its brand is identical to that of a steak and its sizzle, but the brand has been cleverly drilled into our minds as the definitive element containing utility and value. Just as these same firms concluded many decades earlier that if people would pay for sizzle there was no need to provide the steak, they later correctly concluded that if customers would pay for a brand there was no need to provide a product, at least not of any commensurate value. The sizzle has no value; its only function is to stimulate our emotions to desire. Similarly, a brand has no value, but branding has been abused to serve only as a kind of psychological deceit.

It is a story well-known and often told that in areas of the US all tomatoes from all farms in a large geographical area are delivered to the same factory, where they are all mixed together, washed, cooked and put into cans. On the morning shift, the cans are affixed with a low-price generic label for one customer, while in the afternoon the same tomatoes from the same farms in the same cans on the same production line will have another firm's "premium" label pasted on them, and appear on supermarket shelves at 150% to 200% of the price of those from the morning shift. **The magic of branding.**

To most large multinational companies today, this is the real value of a "brand" - the power to give consumers the same or less, but charge much more. We have been trained through fear and uncertainty to believe that a lower-price product is substandard or perhaps even toxic, and our uncertainty pushes us to the "premium" brands even though there is nothing premium about them except the

price. So-called "luxury" products are even worse. **Marketers boast that companies like LV and Apple can charge two or three times the price of another product equal in quality** in every way, so you can see why these firms spend so much money on "branding": it gives them the ability to charge more and more while giving customers less and less.

The entire concept of brands was conceived and desperately promoted because it was a license to steal, indoctrinating a gullible public with clever propaganda contrived to defraud consumers with myths of quality and status and deceive them into paying ten times the value of a product. One obvious category is personal care products like cosmetics and shampoos. Any executive of any FMCG or cosmetics firm will tell you privately that in spite of a price differential of four or five times there is virtually no difference in content or value between their lowest and highest priced products. They will also confess in private that a wash-cloth and soap will do more for your face and your complexion than will their skin-care products. In China, excellent shampoos like Bee & Flower are available for 10 yuan per bottle, but when a P&G or a Unilever put their "brand" on it, foolish consumers will pay 50 yuan for identical or often substandard content.

Think of laptop computers. All are similar, all perform more or less identical functions, usually with variations only in small features, and all are of a similar price. But we happen to prefer the features of a **Dell** or a **Lenovo** over others, and the brand name serves only for identification – which is as it should be. But **Apple**, with their clever niche marketing strategy, again following Bernays' psychiatric manipulations to the letter, can charge 50% more for an equivalent product. It is true that Apple products usually have nice features, but that isn't the issue because those features are virtually cost-free. **Apple's excessive prices are due to brand manipulation, not to value.**

Wide ranges of foodstuffs and small consumer products follow the same pattern. Consumers in China pay 50% more for Nestlé bottled water than for other brands, because manipulative advertising has led trusting consumers to believe a well-known brand must be of higher quality, but there is no evidence this is the case, and I have seen considerable evidence that often the opposite is true, a number of media reports claiming that much of Nestlé's water comes directly from the tap. In 2013 and 2014, rumors were swirling in China that **P&G**

had significantly degraded the quality content of most of its popular products while maintaining its high prices. It seems consumers detected the product degradation and flocked back to domestic brands; P&G have been struggling in China ever since. Capitalism, the drive for profit maximisation, greed, and a lack of business ethics will too often lead to this eventual result, with the most respected brands often being the worst sinners in this regard. **American advertisers spent generations and billions of dollars to manipulate consumers into the foolish thesis that they should pay more for the name on a product than for the product itself.**

The advertising tricks are exceedingly simple - and intended only for the simple-minded. Face creams and cosmetics are sold by a simple attachment of the face of a movie star to the product. Sport shoes and other apparel are sold by linking the items to a sports hero. In neither case do the stars actually use the products, these 'celebrity endorsements' being fundamentally dishonest. All TV ads should begin with a disclaimer informing viewers that this film or sports hero has never used the product being advertised, but has agreed to link his or her name to the product for a payment of \$10 million. Any advertiser will confirm that intelligent people are more or less immune to these celebrity ads, but that they have a powerful effect on the portion of the population that is below average in intelligence.

Once again, a brand is nothing but a name that has no value other than for product identification. Any value is in the product itself. The entire concept of brands and branding is a huge lie. Every product and service has an inherent value, which factor should be almost the entire determination of their selling prices.



Think of a man's shirt. A simple polyester shirt cut to a simple pattern, with no tailoring, might sell for only 40 yuan in China (\$8.00). The same shirt made of low-grade cotton has a higher value and utility and might sell for 100 yuan. Progressing to a high grade of cotton might increase it to 150 yuan. Cutting the shirt to more complicated and fitted patterns, with accurate size variations for collar size and sleeve length might place the price at 200 or 250 yuan. Adding fine details like extensive pre-shrinking, double-stitching, extra cutting and care with collar and cuffs, tapering and so on, could double the price again. Extra fine quality cotton and the highest quality of workmanship and an absence of even the smallest defects, might push the price to perhaps 1,000 yuan for those who care about these details - and I do admit these finest fabrics, workmanship and details deserve appreciation and add to the pleasure of wearing fine clothing. But there is nothing you can do to a man's shirt to justify pushing the price beyond about 1,000 yuan (\$200), because there simply is no possible added value beyond this level. **When you pay 5,000 yuan (\$1,000) for a man's shirt that carries a famous brand, you are receiving 1,000 yuan of product value and paying 4,000 yuan for the 'name'. The magic of branding.**

The brand marketers have so successfully promoted their twisted psychological agenda that we are made to feel proud and successful and superior when we wear their brand, but how foolish do you have to be, to believe this? Wearing a 'Brand A' shirt that costs \$200 leaves us feeling 'ordinary', but an identical shirt containing no more added value from 'Brand B' for which we pay five times the price, leaves us feeling superior and proud. Why does that make sense to you? Overpaying by 500% for a shirt is not an occasion for pride, certainly not in our intelligence and, like it or not, we are still just as 'ordinary' as before. And poorer. We need to understand that **pasting somebody's brand name on our forehead does not make us either a better person or an object of envy.**

I once had a long discussion over a coffee with a clerk from an **LV** store in Shanghai, and her assessment was this: *"When I see a man paying 5,000 yuan for one of our shirts, I don't think "Gee, he's rich." I think, "God, he's stupid."* You might care to think about this.

Similarly, an **LV** handbag is just a bag and, even when well-made with good materials, it probably isn't worth more than about 500 yuan (\$100). The same is true for a piece of **LV** luggage that sells for 20,000

or 30,000 yuan (\$5,000), surely 20 times the actual value of the product. And what benefit do we receive from this outrageous expense? A foolish and unjustified self-pride and the assumed envy of the 3,000 people at the airport who couldn't care less about either us or our luggage. **We might just as well stand on a podium in a public square, holding up our little treasure to the view of thousands of complete strangers, and yell out, "Look at me! Do you know how much I paid for this?"**

This is precisely the mentality contained in that piece of luggage and in its advertising - emotionally immature and mentally defective. And that's brand marketing. If we were to create a list of personal characteristics for which we would like to be noticed or admired, or appreciated, by friends and colleagues, that list would begin with items of our character, personal integrity, our personality. The brand name of our luggage or shirt labels wouldn't even be on that list. Or at least, they shouldn't be. And few of us would care about the opinions of our luggage by complete strangers at the airport. If you are one of those people who draws his confidence or sense of personal importance and self-worth from displaying a brand name on clothing or other personal effects, you might want to re-examine your sense of values.



On the same note, apparel items like Levi's or Calvin Klein blue jeans are neither premium nor luxury, but the same plain denim blue jeans we wear when we feed the pigs on the farm. They should sell for less than 250 RMB in China, about \$40 in the US, because that's all they're worth.

As well, there is no such thing as "super-premium" ice cream, no matter what **Häagen-Dazs** tries to tell you. They use the plain, ordinary ingredients that should go into every ice cream (but often don't), then charge ten times what it's worth. In any case, Italian gelato is infinitely superior to this Danish-sounding Jewish-American concoction. And much cheaper.

Never knowing when to quit, Americans have applied branding psychiatry to everything including their universities, to the point where your tuition fees at Harvard are 15% educational product and 85% brand sizzle. The same applies to most every American product area, selling sizzle with very little underlying product, all following the principles laid down by Bernays many decades before.

Americans are also very clever at re-branding their goods to take advantage of an inexperienced, gullible and trusting public. US-based luggage manufacturer **Samsonite** read somewhere that Chinese people like luxury goods, so they decided to pretend their McDonald's luggage was a luxury brand, mostly by just increasing their prices by five times. It hasn't yet occurred to Samsonite that a luxury product must actually be luxurious. Pizza Hut in the US is junk food like KFC, but has been re-branded in China as high-end dining. It isn't. It's a McDonald's that sells bad pizza.



Rolls-Royce have done something similar in China, charging about five times their prices in the West, then dealing with the violent consumer backlash by attributing the excessive cost to (non-existent)

"Chinese taxes". Their biggest lie was claiming they make "no more profit" on a car sale in China than in the UK or US.

In the meantime, **General Motors** is profiting hugely from another re-branding scam, the fabricated tale of how Buicks were "popular with China's leaders" when they were no such thing, Buick's entire presence in China being nothing more than an historical fluke. A car was gifted to Pu Yi, China's last Emperor, and eventually ended in the hands of Zhou Enlai who, according to the fabricated myth, loved the car as "the pride of his collection". The hell he did. The car may have held sentimental value for its prior owner but evidence is thin to non-existent that either the Emperor or Zhou held that car in any esteem, and certainly not for its unreliability and countless other bad habits. Today, General Motors brought their crappy Buick automobiles to China, linked them with a gift of another crappy car given to someone 100 years ago, and re-branded it as venerated political history. And far too many Chinese are falling for this scam.



Swarovski "crystal" is another hugely successful lipstick-on-a-pig branding exercise. Swarovski is a Jewish-European firm that began life as a small company making cheap costume jewelry and who then used their accumulated knowledge of glass to make excellent optics for binoculars and telescopes. The imagining and marketing of their "crystal" costume jewelry is a relatively recent development.

In the real world of gemstones, "crystal" refers to natural quartz, a common crystalline mineral that produces some truly beautiful colors. In natural crystal, the atoms are arranged in a highly-ordered structure, forming a lattice that we see in diamonds, snowflakes and table salt. Most other elements have no structure at all, items like melted wax or plastic - or glass. Swarovski "crystals", on the other hand, are not "crystal", they are not natural, and they are certainly not "gemstones". Swarovski's so-called crystals are glass. Plain, ordinary, cheap, glass. **The irritating fad surrounding Swarovski and their mythical crystals is nothing more than clever marketing, with people paying ridiculous sums of money for grossly overpriced and fragile costume jewelry made of cheap glass.** For the prices paid for many of Swarovski's products, one can easily purchase genuine semi-precious stones. Swarovski company advertising tells us, "The company's name has become synonymous with genuine crystal." Yes, and that's the problem, because Swarovski have so heavily advertised their glass costume jewelry as 'crystal', leading most people to believe they are purchasing some kind of natural, genuine gemstone. But all they are getting, is glass. The designs may be pretty, but it's still just cheap, ordinary glass.

And last, but not least, people everywhere, but especially Chinese, need to know that **Nescafé** is not coffee. It is nothing. Less than nothing. Nescafé is 'instant coffee', which is a chemically freeze-dried concoction that an authoritative source claimed was made mostly from a mixture of dried peas, chicory and rat shit, and designed for Americans and others who have no taste. Not only that, this product is almost always made from the lowest-grade and cheapest coffee available and, in a Western supermarket, costs maybe 10% of the price in China. It's a tragedy to me that anyone in China might have developed a taste for this awful stuff. At Chinese New Year, I see people on the streets carrying gift boxes of Nescafé. I can hardly think of a greater insult. In the West, instant coffee has about the same social status as a box of tissues or a can of bug spray, nothing that even the mentally defective would offer as a gift. **The Nescafé brand is owned by Nestlé, the same people who bring you grossly-overpriced Häagen-Dazs ice cream and dead babies in Africa.**



One of the dirtiest branding tricks I've ever seen was in Canada with the creation of the **"No-Name" brand**. It originated a few decades back when a consumer backlash occurred about branding, the light finally coming on, with consumers despising the "premium" brands for their dishonest and predatory practices and flocking to 'ordinary' products. Clearly, something needed to be done to protect the cash stream of our criminal industrial elite. Following Bernays' principles, a group of Jews invented the "No-Name" brand, convincing consumers of their wisdom in refusing to "pay for the name", with very cleverly-worded ads suggesting these 'no-brand-name' products represented real value where a customer was paying for only the product and nothing for the 'name'. Nothing was farther from the truth. As one example, I can still recall seeing bins of "No-Name" loose pasta in supermarkets priced at 40% above that of much superior packaged products on the shelves. And I can still recall seeing the poor, the uneducated, those either unable or unwilling to do the arithmetic to determine their real cost, trusting in the false claims of the supermarkets. That brand still exists in Canada today, owned by **Loblaw**s, and is a valuable brand for its psychological value.

A clarifying note to my American friends: there actually are products that are "premium" in the real sense of being of superior quality, costing more to manufacture and selling at higher prices. In no way do I suggest avoiding these, and would in fact encourage their purchase. My objections are entirely with those "brands" that offer no more than standard value but use manipulative hype to charge much higher consumer prices. It is worth your while to consider this, and to try to evaluate brands based on value. As one simple example, **Hero** jam is almost infinitely superior to all other brands on the market, expensive but worth the money. The same can be said for tools, automobiles, and many other products, but **we need to differentiate between real value and no value. The issue today is that most famous "brands" offer only fictional value.**

Finally, for my Chinese friends, when you are done with your test-shopping of foreign products, turn your back on them and revert to your own domestic brands. In most cases, **Chinese products are equal or superior to many of the Western brands, and offer far better value for your money.**

Giving things names in the West and in China



In most parts of Northern nations like Canada or Russia, we have one word for snow: "snow". If we want to be really precise, we will distinguish between dry snow and wet snow because wet snow is heavy and shoveling it from your driveway is one of the more popular methods of inviting a heart attack. But in the world's far North the native Inuit people have more than 30 words for snow because they live with it for most of the year and minor differences in snow characteristics can greatly affect hunting and survival. We have names for things that are important to us.

For example, one of the most important categories of things in North America is alcoholic drinks. The basic categories are beer, wine, and spirits (which are distilled), and many products not fitting easily into these categories.

- We have beer, bitter, ale, stout and lager; cider, mead, kumis and sake.
- We have Chianti, Bordeaux, Beaujolais and Burgundy.
- We have red wine, white wine, rosé wine, fruit wine, table wine, sparkling wine, ice wine and champagne.
- We have sweet wines, dry wines, fruit wines and potato wines.
- We have fortified wines like Port, Madeira, Sherry and Vermouth.
- We have absinthe and Aquavit; we have brandy, cognac and Armagnac.
- We have schnapps and fruit brandies.
- We have gin, vodka, rum, scotch, bourbon, rye and sake.
- We have tequila and Ouzo.
- We have dinner wines, table wines, aperitifs, cocktails, mixed drinks, straight drinks, neat drinks.

And we have special places for getting drunk.

- We have bars, wine bars and music bars.
- We have dance bars, topless bars and gay bars.
- We have cocktail lounges.
- We have pubs, beer halls, taverns and beer gardens.

And I haven't even begun.



And what does China have? Almost nothing.

One word — **jiu** — for anything with alcohol in it.

And if we want to be precise, we have beer (*pi jiu*), grape wine (*pu tao jiu*) and the white stuff that should kill you but somehow doesn't — *bai jiu*.

And China has no places where people go to drink alcohol; no taverns, no pubs, no cocktail lounges, no nothing. You can buy beer, wine and spirits in any supermarket or convenience store, but you drink those at home (or in the park, or sitting on the curb). You can of course order them in most restaurants. **But that's all.** Almost nothing to drink, and almost no place to drink it.

In the category of family, in the West the "family" is the mother, the father, and the kid. That's it. We have uncles, aunts and cousins, and we have grandparents, who are not family but are "relatives", meaning we don't like them but were born with them and had no choice.

But in China, "family" means the entire extended family plus, occasionally, favored outsiders or even foreigners, **in total comprising perhaps 50 people sharing not only emotional but often financial bonds as well.**

In the West, we have only a handful of names for family members, generally ending with second cousins. But in China we have potentially hundreds of names for family members, far beyond mother, father, son and daughter. We have names for younger and older brothers, names for the father's older and younger brothers and those of the mother's and father's parents, their younger and older brothers and sisters. We have names for the grandmother's third cousin on her father's uncle's side of the family. It doesn't end.

You can see that in China, we waste all our words on trivial things like family members while in the West with our democracies and American values we save our words for really important stuff like things you can get drunk with. Clearly, **China needs to change its attitude.**

An American acquaintance once asked me if all Chinese people had "American" names. I tried to deflect that by saying they were 'Western' names rather than 'American' but she countered by saying, "Well, that's the same thing". But it isn't the same thing. Her name, Theresa, is French. Her husband's name is Russian; her son's name is English. **There is no such thing as an American name.** Actually, that's not quite true. There are three categories of American names. Pocahontas is an American name, as are girls' names that end in 'i' like Whoopi and Bambi. The third category is the sometimes-cute names that black mothers give to their football-player sons, like Jemahl and Freezone. That's the list. But to Americans, who copied all their names from people of other nations, the names are now as American as Coca-Cola.

Except that Coca-Cola is Spanish.

Americans and Automobiles: Capitalism and Propaganda



One of the grand parts of American mythology revolves around what is called “America’s Love Affair With the Automobile”, presented as an exciting if a bit quirky personal expression of independent and freedom-loving America, where inexpensive mass transportation failed to evolve due to Americans’ individuality and desire for freedom. But this historical narrative is wrong. Today’s US ‘car culture’ was the result of a massive conspiracy contrived by the auto and oil oligarchs and, like the consumer society, imposed on an unsuspecting nation through deceit and propaganda. Most of the truth has been deleted from the historical record and replaced with a ‘feel-good’ fairytale. After trashing the mass transit systems, the automakers led by GM produced a wide array of mythical narratives to justify and praise the transportation system they had created.

Some Background

This story begins, as do many others similar, in the early 1900s, when the US was busy industrialising, when mass public transportation consisting of trains and trams was filling much of the nation's needs. Autos were of course rapidly evolving at the same time, but gasoline-powered transportation, whether by private auto or mass transit, was on its way out. Almost all of the nation's local and inter-city train transport was electric, and electric automobiles were rapidly gaining ground over their gas-powered rivals. **By 1900, nearly 40% of all US cars were electric, and were so popular that New York City had a fleet of electric taxis.**

Early electric cars outperformed their gas competitors and people liked them because they didn't have the smell, noise, or vibration of gasoline cars, were easier to operate, and didn't require cranking or gear changing. The *NYT* noted that women especially preferred them for the absence of smoke and smelly fumes, especially when refueling. [\[1\]](#)[\[2\]](#) It appeared a certainty that electric vehicles were the wave of the future, but then within only about three years the transportation landscape irreversibly changed and electric vehicles, like the dinosaurs, suffered a fatal climate change and died.

General Motors is a Serial Killer:

Felony Murder Number One

At that time, General Motors and the major oil companies were facing a multiple crisis. The auto market had already been saturated and sales growth so anemic that in 1921 alone GM lost more than \$65 million and was well on its way to the cemetery, oil company revenues and profits sharing this dismal future. GM and its friends realised their only hope for salvation was to eliminate their one rival – mass public transit, and hatched a plan that would forever change the course of the US economy, its transportation, culture, and society itself. One hundred years ago General Motors, John Rockefeller, and a few close friends, using very large sums of money and every form of deception, coercion and intimidation short of murder, singlehandedly killed the US electric auto and train industry, buying up and destroying the rolling stock of almost 1,000 US railroads and tramways so it could sell them gasoline-

engined vehicles instead, and virtually killing off mass public transit at the same time.[\[3\]](#)

According to the company's own files, GM created a special secret division charged with the task of exterminating mass transit and replacing it with gasoline-powered propulsion, eliminating all traces of electric vehicles. At the time, GM was an enormously powerful firm, possessing great financial leverage with the banking systems and therefore over the railways which required bank financing and support. They threatened each railroad with a complete withdrawal of all lucrative freight business unless the rail company **replaced its electric locomotives with GM's gasoline-powered units**. By every manner of extortion, they attempted to force local transit systems to abandon electric trams and purchase GM's gasoline-powered buses. According to US Justice Department records, GM executives visited the banks used by the various railways, offering them millions in additional deposits and other rewards in exchange for delivering financial threats to their rail clients to persuade them to abandon their electric systems and convert to gas-powered GM vehicles. GM's threat to these banks was to withdraw all deposits if they refused to cooperate. [\[4\]](#)

In each case where this conspiracy was successful and local tramways converted to gasoline buses, GM not only bought and crushed the electric vehicles, but tore out all the tracks and redistributed the rights of way so that it would have been virtually impossible to ever rebuild these systems. In cases where their efforts failed, GM formed numerous holding companies with its invisible friends and attempted to purchase and convert the railways themselves. According to FBI files, in cases where rail systems could not be bought, GM bought the rail officials instead, bribing them with large sums of cash, gifts of new cars, and the use of threats and extortion in a surprisingly uninhibited manner. GM also sponsored and financed corrupt officials in countless municipal elections, who would then vote for the sale of their local electric rail system to GM. **Most of this was done in the name of a holding company named National City Lines, which was jointly owned by GM, Standard Oil and Firestone Tire.** In each case where these rail systems converted from electric to gas, they experienced a rapid and large decline in revenue, since passengers abandoned the slow and foul-smelling gasoline buses and purchased autos instead – which was part of the plan.



Los Angeles Yellow Car streetcars rusted in a Long Beach, California, scrapyard in 1957.

One stumbling block remained in that many local electric tramway systems were owned by the regional electric utility company, using their own surplus electricity for public transport systems, and here GM had no leverage. To eliminate this blockage, GM and its invisible people lobbied, bribed and extorted the nation's elected politicians to pass new legislation that prohibited 'regulated' electrical utility companies from operating 'unregulated' businesses like the electric tramway and train systems. This cute legislative trick forced the utility companies to put all their electric train systems up for sale, all of which were immediately purchased by GM and its holding companies, and trashed. With these efforts and more, within three years, GM dismantled almost all of the 1,000 electric railroads and tramways in the US, having purchased and crushed for scrap metal their entire rolling stock, and replaced it with GM-made gasoline-powered units. **[5] And so, for the first time, General Motors killed the electric car.**

Wikipedia covers these facts in some detail, the only qualification being the claim that this is yet another irresponsible "conspiracy theory". But, as usual, if we assume that everything Wikipedia claims as false is really true, we have quite an accurate picture. Worthy of note is that Wiki also floods the landscape with tons of irrelevant detail so as to smoke up the room so badly that we lose sight of the core issue - a standard Hasbara tactic.

The Real Beneficiaries of Democracy

Of course, there were court cases that attempted to deal with the multitude of illegalities, federal prosecutors charging that GM engaged in “a careful, deliberately planned campaign to swindle the American public out of its most important and valuable public utilities”. But American judges proved to be as easily bought as the politicians and the matter eventually died in the courtrooms, with General Motors being fined \$5,000 and GM’s Treasurer H. C. Grossman and a few others fined \$1.00 each. Over the years, GM has defended its actions by blaming suburban sprawl and the resultant rise in sales of private automobiles, as well declining passenger loads in electric public transit, ignoring the fact that GM itself was responsible for those results.

This unconscionable sabotage of America’s transportation infrastructure by the auto and oil companies evidences the almost criminal ability of private corporations in a fascist (democratic) regime to effect sweeping changes in public life and culture, without public accountability or debate, or even awareness.

In Requiem

It is tragic that electric automobiles were killed off so early in their life. Had that transition been permitted to occur at its inception, we would have now had more than 100 years of intense battery research and development and incalculable benefits to the world’s environment. We can only guess at the possible results for land, sea and air transport. This is a critical historical narrative. One observer wrote that “A theme likely to be emphasised in history will be the enormous strategic error made by both the US and Canada in enslaving themselves to individual motorized transportation.”

The following quote is so compellingly true it should be engraved on the mind of every citizen:

"The long-term negative effects of this conspiracy of some of America's most ruthless corporations are literally beyond calculation. The forced switch from environmentally-friendly public transit to the private car and diesel buses results in squandering irreplaceable petroleum resources and all the murder and mayhem which has gone to secure or steal oil around the world. The conspiracy to destroy electric autos and electric mass transport has resulted in vastly increased pollution and, ultimately, in climatic change. **The engineered obsession with the private car has led to millions of excess deaths and injuries in automobile accidents, hundreds of billions of dollars in debt for Americans and a catastrophic change in the way American cities have developed**, with the devastation of urban neighborhoods, the destruction of urban small business and countless other economic and sociological effects." **(Making the World Safe for Hypocrisy)**

The American people were for generations complimented on their individualism, adventuresome spirit and their love of freedom and independence – and for the choices they believed they made but that had been made for them by others. Here as in no other market is it so true that the capitalists were selling "not so much products as emotion itself, psychologically linking the act of purchasing an automobile to falsely-manufactured feelings of confidence, freedom, happiness, empowerment and independence, tying the very self-identity of Americans to the purchase of an automobile."

Digging a Deeper Grave: Highways and Suburbs

But GM wasn't finished yet. At the time, most people who wanted a car and could afford it, had already bought one, but an even greater problem was that even if you had a car there was no place to go. Roads were not plentiful and good roads almost non-existent; the most common motoring experience was being stuck in 60 cms. of mud with no help in sight. To deal with this lack of infrastructure, GM and its friends heavily lobbied, bullied and bribed Federal and State governments for the construction of roads and highways, and with great success. The US government embarked on a massive interstate road-building program that would cover the entire country. One of the greatest lies in American history books is that this vast road-building program was initiated "for the war effort, to protect the country" in ways unspecified. At the same time, each State was individually

"persuaded" to abandon all investment and maintenance in railways and other public transport, thereby sacrificing the good of the nation by instead making huge public expenditures on highways that were useful only to those who owned private automobiles, effectively stranding all other citizens at home with no way to go anywhere.



GM didn't stop with undermining the nation's public transport and replacing it with a highway system for its private automobiles. There still remained the problem of encouraging, or forcing, people to buy cars. In any large European or Asian metropolis, a private auto is unnecessary, since these cities exhibit exemplary city planning, designed for people rather than cars, with high residential density, excellent public transport, and no artificial segregation of basic functions like living, working and shopping. The design of cities and city centers we see in North America is a crime against humanity, but few are aware of this. North Americans who don't travel, cannot imagine the ease and comfort of life in well-planned cities.

Ample evidence exists that the US took a very different route because the civic planning faculties of major US universities were infiltrated by auto makers and oil companies, then funded and instructed on the city planning philosophies that would make autos necessary. The result was

that American and Canadian cities were planned, designed and constructed primarily, if not exclusively, to make private transportation mandatory. To its credit, the rest of the world was not seduced. European and Asian cities remain far more livable and enjoyable than any in the US

Suburbs are an invention created and existing only in the US and Canada, designed entirely to keep workplaces, shopping and residences not only physically segregated but sufficiently scattered that even good public transport becomes ineffective or useless, thereby forcing hundreds of millions of people to spend hundreds of billions of dollars on private transportation solely for the benefit of the car makers and oil companies. This American-style city planning, **the creation of suburbs, was one of the meanest anti-social schemes ever devised by American capitalism.**

In so many North American cities life is impossible without a car. Economists at Harvard and Berkeley did a study named the Equality of Opportunity Project, which found a significant negative correlation between residential segregation and the ability of the poor to rise. Partly, this was separating rich and poor neighborhoods, but partly because in US-designed cities basically everything is very far apart from everything else, making an efficient public transport system almost impossible. The most notable result is that lower-income workers are stranded; there may be jobs available, but with no public transport and no car, they literally cannot get there. [\[6\]](#)

In well-planned cities like Rome and Shanghai and so many others in Europe and Asia, an automobile is completely unnecessary because the cities were designed for people rather than cars. As mentioned, there is no artificial separation of living, working and shopping spaces, with so many other functions and necessities deeply integrated into the community. In Rome, it isn't unusual to find an elementary school occupying one or two floors of a large apartment or office building, extremely convenient to all families living in the area. This sounds strange to an American, but it works beautifully. In all of the world's most livable cities, this kind of close integration is the same, with one never needing to walk more than perhaps 300 meters to satisfy almost any need, and with excellent public transport taking care of the rest.

Felony Murder Number Two

In 1990, the State of California passed new anti-pollution legislation mandating the production and use of zero-emission autos in the state, stipulating that if auto manufacturers planned to sell their products in California, 10% of those sales would have to consist of emission-free vehicles, which means electric automobiles. The state did not attempt to provide solutions to every driving problem nor to satisfy all possible needs of all motorists. The legislation was meant as a beginning of the process to eliminate the pollution from gasoline-powered automobiles, and so addressed attention to the large and easy sector of motoring society, the 70% of urban dwellers who face a two-way commute of less than 50 Kms per day. Recognising that electricity for recharging was available in virtually every imaginable place, California envisaged short-distance autos that could be recharged both at work and at home.

Based on this approach, the state rebuffed demands from the auto industry to first construct a vast network of charging stations, refusing to permit the automakers to shift their industry's development costs onto the public sector. They simply said, "If you want to sell cars in our state, ten percent of your sales must be zero-emission vehicles. How you accomplish that is your problem". **There is no question California did it right**, their approach both commendable and successful – for a while. All firms produced versions of electric or hybrid autos that met the requirements, with some like the Prius becoming permanent successes. GM's contribution, the EV-1, was a simple auto powered by basic lead-acid batteries and with a range of only 100 Kms, but that was sufficient for the daily commute of most of the state's urban motorists.

But GM and its oil-company friends violently objected to this compulsion for electric autos and, in surreptitious preparation to force a legislative repeal, GM refused to sell the EV-1 to customers, but offered it only on a lease basis so as to maintain ownership. GM, the oil companies and other auto-related firms then lobbied, pressured, bullied, bribed, and eventually sued the California government for repeal of the legislation, the US government led by President Bush eventually joining the legal action. Bush's chief of staff Andrew Card had been the head of the American Automobile Manufacturers Alliance, and White House staff like Dick Cheney, Condoleezza Rice, and other federal officials were former executives or directors of oil and auto

companies. The US government had once again served the short-term interests of the corporate elite at the expense of long-term best interests of the nation.

GM and others created pressure groups to lobby against electric cars, pretending to be citizen action committees but who were financed by the auto industry. Intense and unremitting pressure was put on California to rescind its zero-emission laws until the state finally capitulated. The instant that happened, GM repossessed all its electric cars and crushed them for scrap. **And so, for the second time, General Motors killed the electric car.** GM later blamed this on insufficient demand but the electric cars were so loved that **drivers handcuffed themselves to the cars to prevent GM from seizing them.**

Felony Murder Number Three

There was another matter, relating to battery capacity and range. GM's initial EV-1 used simple lead-acid batteries without problem, but foreign auto manufacturers (Toyota's RAV-4) were already using nickel-metal-hydride batteries which delivered greater travel distances. At precisely that time, a firm named Ovonics had developed new NiMH technology that would have increased the range of electric vehicles to at least 400-500 Kms between charges, thereby making private electric transportation possible on a mass scale. GM immediately bought – at a very high price – the exclusive worldwide patent rights to this NiMH technology and locked it in a closet, refusing to license any firms to produce these batteries for auto use. GM later sold these patent rights to US-based Texaco-Chevron oil, who even today refuses access to this technology. NiMH has proven to be the best battery for plug-in electric cars, but manufacturers have been forced into lithium technology (which is about 6 times as expensive and with no recycle value) because of GM's determination to prevent electric autos from ever becoming a reality. **And so, for the third time, General Motors successfully killed the electric car.**^[7] As late as 2018, GM was at it again, killing the Volt, Cruze, and Impala, claiming public preference for SUVs. ^[8]

A House Built on Sand . . .

One of the main challenges is that auto makers derive far more profit from financing vehicle purchases and the sale of auto parts than from the sale of new vehicles. Prior to its bankruptcy, GM was making three times as much profit from both its finance arm and auto parts divisions, than from making and selling cars. Auto dealerships share this model where service and parts sales constitute less than 10% of revenue but 50% of profit. Since electric vehicles have perhaps only half the number of parts as their gasoline-powered relatives, and very few moving parts – almost none of which break or need regular replacement – they are more reliable and require much less maintenance or service than do gasoline-powered vehicles. These factors would eliminate a major portion of the revenue and the bulk of the profits of both manufacturers and their dealerships, forcing a massive reorganisation of the entire auto/transportation industry, to say nothing of exterminating most of the major oil companies.

The Power of The City of London

Electric cars are an existential threat to the Zionist international bankers who are the final beneficial owners of most of the major oil companies and who control in one way or another much of the world's petroleum extraction and distribution, as well as heavy stakes in the auto manufacturers. Witnessing the trend to electric cars is like watching in slow motion the approach of one's own funeral procession, one which appears unstoppable. The production and distribution of electricity cannot be controlled by these bankers because there are too many producers of electricity, mostly local or provincial governments who will not sell their infrastructure, and electricity is already widely distributed in almost every conceivable place. **If these few extractive vampires cannot control the world's fuel sources, if nations turn to electric autos with the NiMH battery or a new equivalent, and generate centrally their own electricity, our international bankers will suffer total losses in the trillions of dollars.**

Following the third felony murder, the US auto industry, led by GM, initiated a noisy propaganda campaign to eliminate electric vehicles as much as possible from the public mind and government attention, using the promotion of hydrogen fuel cell development as a fraudulent distraction. Hydrogen is today far from a viable alternative for

widespread public use, with many serious safety and distribution issues. Some manufacturers have produced concept cars they hope to put into production, but we are still decades from useful implementation.

But the real issue is this::

Driving the frantic push to hydrogen fuel cell vehicles is the fact that the only useful source of hydrogen in the quantities necessary for auto fuel is petroleum or, more precisely, natural gas – methane. If these few people can force the conversion from gasoline to hydrogen, they will not only avoid the massive and costly restructuring looming for the auto industry with the change to electric cars, but will continue forever to control the entire production and distribution system for vehicle fuels.

They are so desperate that Toyota was bludgeoned into offering unlimited use of its thousands of fuel-cell patents without license fees for years, in the hope of kick-starting the process, in their words hoping to “spur development and introduction of innovative fuel cell technologies”. **This small group of wealthy bankers was forcing and funding an enormous push for cooperation between all possible parties, in what they called “unconventional collaboration”, in an attempt to instill so much speed into the process as to overwhelm and kill other forms of electric automobiles.**

In terms of environmental effect, the production of hydrogen from methane is more damaging than is driving gasoline-powered cars, since the hydrogen extraction process actually releases more CO₂ into the atmosphere than does the burning of gasoline, on a per-liter basis. In addition, hydrogen is much less efficient than direct battery power and fuel cell autos will be almost twice as expensive as pure electric cars. The only advantages of a fuel cell are the prospect of longer range and shorter refueling times, but battery development will no doubt remove these differences in time.



There is also the aspect of economic and political control, which is not a small thing. The small cabal of European bankers and industrialists who beneficially control most of the world's international oil companies are on public record as stating **"If you control the oil, you control the world's economies, and if you control the food, you control the world's populations"**. This is what is at stake; it is not merely their petroleum profits but their political and economic control of nations that are severely threatened by the move away from petroleum fuels. **Consider the fierce economic attack on Russia and Venezuela in late 2014 and 2015 by the dramatic depression in the price of oil, meant almost exclusively to collapse Russia's petroleum-based economy.** Such 'sanctions' would be equally successful if the world moves to methane-based hydrogen auto fuel, but would be futile with electric cars.

The matter is even more serious than mere control of the economies of other nations. Recall again that the US military is on record as determined to obtain "full-spectrum domination", one reason the Americans have been making such a fuss about China's island installations in the South China Sea. The US military has been counting on the power of its naval fleet to cut off China's petroleum supply routes in the event of a war, and a Chinese military presence in that area might inhibit US domination of the sea lanes. **A military without**

fuel is no military; all those ships and planes become immobile useless hardware, as Japan discovered in 1940 when the US engineered a total embargo on oil to Japan, setting in motion the strike on Pearl Harbor. But more than that, if China moves to fully electric autos, its domestic petroleum supplies might be sufficient for the military, thereby denying the US a major advantage. Thus, the push to hydrogen fuels is as much about political and military domination as about bankers' profits.

There is a further problem in that for at least the past 40 years the main scaffold propping up the US dollar is that of pricing the world's petroleum exclusively in US dollars. If the world moves fully and quickly to electric cars, the price of oil will collapse with the US dollar right behind it, settling somewhere around \$0.30, making the US the world's richest banana republic. This is such a sensitive issue that when the US agreed to pay Saudi Arabia the much higher oil prices in the early 1970s, a condition was that all petroleum would be priced and sold exclusively in US dollars and that to do otherwise "would be considered an act of war."

Epilogue

This essay could be considered part of a series detailing how the forces controlling the American government and social landscape have betrayed both the general public and the long-term good of the nation itself, in favor of the private ambitions of a small number of the criminal elite. Americans have recently lost any possibility of excellent mobile phone systems,[\[9\]](#) have been denied the enormous benefits of high-speed train transportation,[\[10\]](#) and have been saddled with almost inhuman urban design, while being denied the incalculable benefits of good public transport while subjected to the tragedy of mass auto transit and everything that entails.

There are many other such crimes against the American people, inflicted upon them by the same group, our by-now famous International Cabal of Gangsters (ICG) operating ultimately out of the City of London. One of the most insidious is the US FED [\[11\]](#), a blood-sucking vampire that badly needs a stake driven through its heart. The American health care system is another of the most obvious, [\[12\]](#) as is education, [\[13\]](#) [\[14\]](#) but there are more. If Americans

understood their true predicament, and the fundamental causes, there would be a revolution before morning.

*

Notes

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38% Of American Cars Were Electric In 1900

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China's High-Speed Trains. America, Where Are You?

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Substandard Education in America

China's High-Speed Trains. America, Where are You?



Introduction

China has the world's longest high-speed rail (HSR) network with some 38,000 kilometers in operation, (1) which comprises nearly 70% of all the world's high-speed lines (2) and more than three times that of the entire European Union. (3) China has more than 2,500 high-speed trains in operation, more than all the rest of the world combined, (4) and it also has the fastest trains in operation anywhere, (5) with several generations now operating at speeds between 350 Km/h and 400 Km/h. Shanghai's Maglev is still the fastest operating train in the world, (6) with sustained speeds of 430 Km/h. China's rail system carries about 3.5 billion passengers per year, nearly 70% of these on high-speed trains. During the 40 days of China's Spring Festival (Chinese New Year), passenger volume reached a peak of more than 400 million.



China's High-Speed Rail Network

The Chinese government planned the HSR program in part to compress passenger travel on these dedicated tracks and free much of the slower existing rail system for freight, **to remove trucks from the nation's highways, thus lowering costs and in turn making highways safer for automobiles.** The Shanghai-Nanjing route for example has 38 trains each way each day - carrying perhaps 150,000 passengers, which frees a huge amount of track time for freight. China's high-speed trains have dramatically reduced the travel time between most major centers. Shanghai-Beijing is down from 12 hours to 4; Shanghai-Nanjing from 4 hours to 1; Wuhan to Guangzhou from 14 hours to only 3 hours.

There are always potential difficulties establishing routes due to the number of communities to serve and the consequent number of stops - which negate the advantage of high-speed trains. China seems to have arrived at an excellent solution. As an example, the 275 Km. route from Shanghai to Nanjing serves 6 communities between the two terminal stations, with some trains on this route travelling on an express basis and making no stops (1 hour), with others stopping at one or several cities on route, with different trains making different combinations of stops (1.5 hours). This has proven to be a convenient

method to serve all cities on the route while still maintaining low average travel times.



Many of the statistics and other information available online on China's (and other) train travel are inaccurate at best, one website claiming China in 2019 had 1.4 trillion train passengers. Even Statista is quite inaccurate, confusing test runs of experimental trains with regular operating speeds of scheduled rail. (7) France's TGV is listed at its maximum one-time test speed of 575 Km/h, when it operates at only 300 Km/h. Statista has operating speeds wrong too, listing China's Fuxing at 418 Km and Hexie at 486 Km/h, which normally operate at only 300 and 350 Km/h although they have proven capable of operating at these higher sustained speeds.

Train and Passenger Classes

China has three generations of high-speed trains in operation: G, D, and C. The G-trains are the fastest commercial-use high-speed trains in the world with speeds of 350 Km/h to 400 Km/h. The D-trains operate at 250 Km/h and the first-generation C at 200 Km/h. Below this, there are still the 'normal' trains with designations of Z, T, K, N

and more. The Z, T and K trains run at 160 Km/h, 140 and 120. Slower trains are used for short rural trips where time is not so important.

These train alphabets are not nothing. I once took a G-train from Shanghai to Haining (the world-famous leather market), a trip of maybe 30 minutes if I recall correctly. I didn't have a return ticket since I wasn't certain of my return time, so I simply asked the ticket lady to put me on "the next train to Shanghai". That was a big mistake. N-train. Ten kilometers per hour on the flat, much less uphill. That train stopped at every town, village, pig farm and strawberry patch on its way to Shanghai, and many times we had to pull off the track to permit a faster train to go by. Two and half hours to return home. I wondered why the ticket was so cheap. The kind of mistake you make only once.

I would note too that punctuality is a hallmark of Chinese transportation generally, this certainly applying to the HSR network. If the schedule states the departure time as 11:02, then at 11:02 the doors silently close and the train is moving. I've experienced a few departure delays, typically due to an arrival that is late, but usually by only 5 or 10 minutes. I don't have available the percentage of on-time departures and arrivals but it must be in the high 90s.



These high-speed trains typically have cars that are First-Class, Second-Class and Business Class, and trains not dedicated to short

trains have sleeper cars which are very clean and perfectly comfortable even in older trains, the later generations offering lovely duvets, a separate TV for each bunk, electrical outlets, lights, Wi-Fi. Regular sleepers have four bunks to a room while the highest grade has only two berths to a compartment, suitable for couples, and equipped with a sofa, a wardrobe, and private bathroom. Sleepers typically carry a 25% or 30% cost premium over regular seats.



Business Class

These offer a pleasant alternative to air travel for the typically rushed and pressurised one-day business trips, for example from Shanghai to Guangzhou or Hong Kong. We board our train in the evening after dinner, do a bit of work or watch TV, and awake at 7:00 AM downtown at our destination, with enough time for breakfast before our first meeting. On the return trip, we have a leisurely dinner with friends, board the train across the street, and awake at 7:00 AM back in Shanghai. **With two full nights' sleep, there is no jet lag and no residual fatigue.**

Here are some typical ticket prices:

G-train

Beijing-Shanghai, 1,350 Kms; 350 Km/h (4 hours)

2nd Class, 550 RMB (\$80)

1st Class, 900 RMB (\$135)

Business Class, 1,700 (\$250)

D-Train

Kunming-Lijiang, 500 Kms; 250 Km/h (2 hours)

2nd Class, 220 RMB (\$30)

1st Class, 350 RMB (\$50) '

C-Train

Beijing-Tianjin, 125 Kms; 200 Km/h (1 hour+)

2nd Class, 55 RMB (\$8)

1st Class, 90 RMB (\$13)

It's almost impossible to compare train fares with the US because in China the fares vary only by distance and train type. Amtrak has a fare schedule that on first approach appears occult, apparently following the convoluted airline model of changing fares by time of departure and other secret paranormal factors, so a particular price could be almost anywhere. On some routes, twice the distance costs half the price. Still, they appear to be much higher than in China by a factor of perhaps 5 or more.

China's Maglev Trains



The first Maglev train in China was a Siemens design installed in Shanghai, with service beginning in 2004. It was until recently the

world's only regularly-scheduled operating Maglev (at 430 Km/h), but now they are becoming common in China. Maglev technology is simple in principle at low speeds, but smoothness and stability at high speed are exceptionally complicated. Maglevs have a higher level of safety in that they cannot be derailed since they 'wrap around' the track, and maintenance costs are low compared to rail trains because there is no wear on the track bed and few moving parts to degrade or require maintenance and replacement.

Chinese engineers initially produced quite successful low-speed Maglevs (200 Km/h) entirely on their own IP, for use throughout China as city trains, done to gain experience and develop their own proprietary designs and technology. These trains are now operating in Beijing, Changsha, and other cities, running on short local routes. There are few other Maglev trains in existence. Korea built a Maglev track to shuttle visitors at the Daejeon Expo, which still runs the few kilometers between the Expo Park and the National Science Museum, but it is very slow, and another in 2016 that runs only a few kilometers between the airport and a subway station, also very slow. Japan built its first "commercial maglev line" in 2005, with a route less than 10 kilometers and a maximum speed of only 100 Km/h - about the same as Shanghai's new subway lines.

China's 600 Km/h Maglev



<https://www.youtube.com/watch?v=Y-yJjIoZ11M>



In addition to billions poured into R&D for regular HSR trains, Chinese engineers continued their Maglev research at a brisk pace, and have pushed Maglev technology to the point where China is now beginning commercial production of a fabulous 600 Km/h (nearly 400 Mph) Maglev which will replace traditional high-speed rail on many routes. **(8) (9)** Engineers spent much time on wind tunnel testing of the design of the locomotives and cars to reduce air resistance to a minimum, greatly assisting both high speed and stability. Chinese engineers have managed, again on their own IP, to bring down the cost for this very fast train to only two-thirds that of regular high-speed trains. **This new Maglev will help to fill the gap between regular HSR and airplanes that fly at 900 Km/h or more, and it is likely that this gap will be closed further.**

The Changes



It is now legendary that when the Chinese government set its mind to an objective, it doesn't waste time. Everything you have read above has happened in only the past 16 years. "At the beginning of the 21st century China had no high-speed railways. Slow and often uncomfortable trains plodded across this vast country, with low average speeds making journeys such as Shanghai-Beijing a test of travel endurance. Today, it's a completely different picture. [China] has . . . the world's largest network of high-speed railways, and all have been completed since 2008." [\(10\)](#)

An aside: A Brief Note on Subways

Subways are not exactly high-speed rail, although China's new trains are pushing the envelope in this area as well, at least up to 100 Km/h (almost as fast as American high-speed trains). However, another example of the Chinese not wasting time when they decide to do something. Shanghai and other major cities have set an objective that every place within the inner cities is within about 5 city blocks of a subway station. Here is a list of a few major cities with the current length of subway track and the time required to reach that level: [\(11\)](#)

London 131 years, 400 Kms.

Paris 122 years, 225 Kms.

Berlin 119 years, 148 Kms.

New York 113 years, 399 Kms.

Shanghai 28 years, 900 Kms.

The Pleasures of Train Travel

One of the great advantages of HSR (*High-Speed Rail*) train travel compared to flying is the saving in wasted time. A flight in most any country normally involves a one-hour trip to the airport with a requirement to arrive at least 1.5 hours prior to departure which is frequently subject to delays. At the arrival end, there is always the

seemingly long wait to deplane, the long walk to the baggage carousels and the exits, then the one hour or more trip downtown.

When we take into account the commute and the necessary pre-departure allowance for check-in and security clearance and the 2-Km walk to the departure gate, then the post-arrival delays and the commute downtown at our destination, trains are equal to flying in trips up to 1,500 Kms, and much faster than flying for shorter trips while also being less expensive. The frequency of departures, at least between major centers in China is astonishing, the Shanghai-Beijing route having some 75 or 80 HSR trains each way each day, often leaving less than 10 minutes apart with as many as 2,000 passengers (two trains linked into 16 cars). Many other routes are similar. The same is true with airlines in China, with flights seemingly departing from everywhere to everywhere every 30 minutes or so.

In China (and in most cities everywhere), the railway stations are downtown so the commute is minimal, one arriving at the station with luggage in hand only 20 or 30 minutes before departure. There is no 'check-in' process as with the airlines, only the usual security check and luggage scanners when entering the station where you can spend time in comfortable waiting rooms or simply find the correct platform and board your train. Even though many stations are huge, walking distances are normally much shorter than in most airports. At the destination, since that station is also downtown, taxis and subways are conveniently at hand. Also, in many cities airports and train stations are next door to each other, conveniently facilitating travel continuation.

Another advantage of train travel is the considerable convenience and comfort, trains being much superior in both categories with an absence of pressure and time apprehension. Trains eliminate most unpleasant elements of air travel, with the attraction of being able to see the countryside. On a plane, we are forced to adhere to a rigid schedule: the time for coffee or a meal, the time to close the window curtains and darken the cabin so the staff can rest. If the food cart is out, you cannot get up to walk around or go to the bathroom. **Everything seems regulated and under pressure. Leaving your seat is often a major inconvenience. By contrast, on a train you are free to**

do as you please. Your luggage is accessible at any time, the food carts come by regularly, the dining car is always there, seats have twice the leg room, the aisles are wide enough to accommodate passengers; everything much more relaxed, pleasant, and enjoyable. And you have the advantage of constant Wi-Fi and GPS signals, with AC power and USB outlets usually available at your seat.

China's high-speed trains are very quiet, without wind noise, and mercifully free of the incessant hum of aircraft engines and, with the flawlessly-welded rails, even the soft clacking of the rails is gone (I rather miss that). The seats are as wide or wider than airline business class, they recline partially (recline fully in business class) and, with the comfort and silence, it is very easy to sleep on a train. I would add that you are more alert (and healthier) on a train because aircraft are pressurised to 8,000 feet; you don't normally go above 10,000 feet without supplementary oxygen.

They are also very steady. China has the highest standards for stabilising high-speed trains in their longitudinal, lateral and vertical dimensions, a rail expert stating "It is no exaggeration to say the Beijing-Shanghai rail lines were built with the highest standards in the modern world. China leads the world in rail stability." Here is a Xinhua video of one of China's high-speed trains where a coin rests on its edge on a windowsill for more than 8 minutes before it finally falls over – this at 350 Kms per hour. [\(12\)](#)

<https://youtu.be/fumYdO9XknE>

A Bit of Background

"High-speed rail" emerged first in Japan in the early 1960s with the construction of the Shinkansen 'bullet train' which wasn't really all that fast at only 160 Km/h, but such speeds were unheard of in those days and the train was a world marvel. The European countries, led by Germany (Siemens) and France (Alstom), followed in the 1980s, with Canada's Bombardier joining the group at about the same time.

Nothing much was done outside of Europe, though the Europeans did embrace high-speed train travel and made good design progress.

It was widely assumed initially that there was no market for train travel, that the world would follow the North American model and rely primarily on the auto with the airlines as long-distance backup. But more than 40 years ago Chinese government officials saw the potential and disagreed, and began planning what would become the world's largest HSR network, with enormous sums invested in the project. One expert wrote, "Chinese engineers have exhibited enormous ingenuity and creativity and are still aggressively pushing the rail technology envelope." It is generally agreed that China's success in high-speed rail development and its cost reduction, has resulted in "validating the feasibility of widespread adoption and greater affordability. Developing countries are particularly grateful that China has brought the cost of HSR to affordable levels." One expert wrote, "It appears now that China will dominate the HSR market for the foreseeable future."

And indeed, developing countries are increasingly attracted to the prospect of China's affordable HSR trains as an impetus for their own economic development. At the time of writing, Chinese railway firms were building a high-speed line in Turkey linking Ankara and Istanbul, another project in Venezuela, and expecting contracts in Brazil, Russia, Saudi Arabia and Poland. Railway routes in China are expanding to mesh with new routes in Vietnam and Thailand, and there are plans to extend a route all the way to Singapore. Chinese rail officials are in the planning stages of a high-speed rail route passing through Xinjiang Province in Western China, through Kyrgyzstan and other 'Stans', connecting with lines in Turkey and proceeding Westward into Europe. It may soon be possible to travel by HSR all the way from Shanghai to London – at a fraction of the cost of flying, and with far more comfort and the ability to see maybe 15 countries on route.

Chinese engineers have said it is well within the limits of today's technology to build a high-speed rail line between China and North America, the line passing through Siberia, with a tunnel under the 55-mile Bering strait separating Russia from Alaska, then down the West Coast of Canada and the US. It would

then be possible to take a fast train from San Diego to Paris and London. However, politics will make such a development impossible.

Technology Transfer is not Free

Whenever the subject of technology transfer arises, there seems to always surface a flurry of accusations about copying or stealing. Readers should carefully note that China did not "steal" anyone's rail technology; instead, it was all purchased. China paid billions of dollars for that transfer of technology. It is the same in all important industries today. China has the money, and is willing to pay handsomely for technology it needs to further its development.

To compensate for a late start, the Chinese government began (in only 2004) by purchasing rail technology abroad, signing agreements with Alstom and Kawasaki to build HSR train sets for China in cooperation with local firms. **Kawasaki**, who designed the original Hayate bullet train, signed a deal with the Chinese ministry of Railways for the transfer of a full spectrum of HSR technology. They began with Kawasaki manufacturing 50 HSR train sets in Japan and exporting these to China fully-assembled, then progressed to establishing factories in China where Kawasaki helped the Chinese manufacturers to produce another 50 train sets locally. China also paid Kawasaki for the training of manufacturing staff first in Japan and then at the factories in China. This process carried a heavy price; the arrangement with Kawasaki cost China around \$800 million, plus countless millions for training and many technology updates. The contract with Kawasaki included "the transfer of the whole spectrum of technology and know-how for the bullet train", so that these trains became in fact Chinese-owned IP.

With this experience under its belt, China then duplicated the process with **Siemens**, **Alstom** and **Bombardier**, in similar deals for a full transfer of technology and IP rights so that China could freely manufacture these train sets domestically and sell them internationally. Similar to the procedure with Kawasaki, Chinese engineers were sent to Europe for extended periods of study and also

had these firms assist China in establishing domestic manufacturing facilities. All the firms trained Chinese engineers while helping the country develop its own supply chain for train components, and all of this involved several billions of dollars in fees.

But it wasn't all gravy because the Chinese rail companies paid billions of dollars for was in fact old technology from those four companies. Knowing the Chinese wanted to produce trains based entirely on their own IP and technology, Kawasaki and Siemens in particular refused to sell their more advanced products and would sell China only rail technology that was already two or even three generations old. **These foreign companies were actually planning to take full control of China's vast market for HSR transportation,** expecting to fully supply the "the most ambitious rapid rail system in history", with rewards in the billions.

That did not deter the Chinese. As a first step they disassembled, evaluated, **and combined all those technologies into one train, combining the best features of each.** Then, they applied their formidable R&D abilities to improve and enhance those features and create entirely new trains built exclusively on Chinese-owned IP. **The result was trains that were faster, smoother, quieter, and less expensive than the newest generation of their former suppliers.** To say that the foreign firms underestimated the power of Chinese innovation and the speed and quality of R&D in China, is an understatement of some magnitude, with both Kawasaki and Siemens finding themselves left at the starting gate only a few years later.

"The Western firms confused their head start with their R&D capacity, attributing both to natural superiority, confidently assuming they were more innovative rather than simply having begun earlier. The assumption was that Japanese and German R&D capability coupled with their huge lead would maintain an impassable gap and permit them to capture the entire Chinese market." Their willingness to sell their technology was from an expectation that the Chinese would need at least 30 years to absorb and implement it before being ready to proceed on their own. **The reality was somewhat different: they found themselves having to compete with Chinese firms who**

adapted and improved their technology and produced superior products only three years later.

And Some Sellers Remorse

When China proved its ability to combine technologies from all firms and create a new, superior product, the Japanese appeared quite bitter, Kawasaki going so far as to claim that China's trains were just 'tweaked versions' of its original bullet train with minor variations to the exterior paint scheme and interior trim. Even nastier, Japan's Ministry of Transportation was quoted as saying that Japanese trains could be just as fast, but China's trains were faster only because the Chinese ignored safety and didn't care how many people died.

Of course, the real problem was that it was impossible for Japan to compete with China on international markets since they hoarded their technology for too long and, by the time they changed their attitude, the world had passed them by and their technology was old, with Chinese trains much nicer, 100 Km/h faster, and considerably less expensive. As someone wrote, "**Marketing is difficult when your only selling point is that the other guy's fast and affordable trains are copies of your slow and expensive ones**". Something similar occurred with Shanghai's Maglev train. Due to pride of authorship as with the Japanese, Siemens also refused to consider a sale of technology, preferring to hold out for astonishingly high prices of the finished product. The result was that Chinese engineers turned their full R&D attention to Maglevs and Siemens now finds itself permanently sidelined in the market.

World Leader in Construction Quality

China's HSR system is built to an intense high quality. Chinese high-speed trains run on special dedicated, often elevated tracks laid on deep and heavily-reinforced beds of high-density concrete with vertical and horizontal deviations measured in millimeters, these tracks supported by massive columns of high-strength concrete spaced very

closely. With high-speed trains there is no chugging uphill and racing downhill; HSR tracks are, insofar as is humanly and technologically possible, a straight and level line. Typically, a horizontal elevation is selected for a particular route, with the rail bed maintaining this throughout the route. Depressions and valleys are filled in with bridges, and mountains and hills are met with tunnels.



China's tunnel and bridge museum

This can be more difficult than appears at first glance. China has some astonishingly-beautiful landscapes that are perfect for tourist admiration but not so attractive to railway engineers. One such route is a line running through beautiful but challenging mountainous terrain from Wuhan and Yichang (the site of the Three Gorges Dam), to Wanzhou City, just East of Chongqing. This was China's most difficult railway to build and is the world's most expensive railway, costing 60 million RMB (roughly US\$10 million) for each kilometer. It took a staggering seven years and 50,000 workers to complete. Of the route's total length of 380 Kms, 75% percent or 280 Kms, consists of 253 bridges and 159 tunnels. Each and every kilometer of the railway contains at least one bridge or one tunnel, most often one of each, leading the locals to refer to the railway as the "tunnel and bridge museum". It is ironic that this railway was meant to operate at the highest speeds of the day, but the terrain proved so difficult and consumed so much construction time that when completed the system was two generations old. And, given the immense difficulties, there is

nobody interested in starting again to update the track and systems. But still, this railway reduced the Yichang-Wanzhou travel time from 22 hours to just five hours, bringing new opportunities for residents who live in the steep and remote Wuling mountains. One local resident said, "We used to pay 100 Yuan (US\$15) for a one-day bus trip to Yichang before. Now, 30 Yuan can get us there in two hours." I covered this in a brief article which you may enjoy reading. ([13](#))

A Note on Train Safety



Chinese high-speed trains are often completely separated from the landscape, running on dedicated tracks elevated well above roadways, with no level crossings or cross-traffic, and thus no possibility of the common variety of vehicle accidents. These high-speed trains descend from their elevated perch only when approaching a station, utilising regular trackage for this purpose but only at very low speeds, thus permitting transportation literally from city center to city center. You can see the elevation and extreme support in the photo. There are of

course sections of trackage at grade level in areas where safety is assured, but extreme precautions have been taken to avoid roadway crossings which are usually handled by either elevations or tunnels.

As with every country, China does of course have its share of train accidents, with older trains derailing from landslides or other causes but, given the country's massive rail network, the number of trains operating and the sheer number of trips taken, the country's accident record is actually remarkably low, as are the fatalities.

China's railway system has dozens of installations across the country where every high-speed train is constantly monitored for many metrics like speed, axle temperatures, weather conditions, and obviously also for precise location and track position of every train. Their focus on safety is extreme. The country's high-speed system has had only one accident since inception (at Wenzhou in 2011), one that was eerily reminiscent of Boeing's 737 Max, where a major programming change was not covered in the operating manuals for the Japanese signaling systems. **The Japanese, apparently feeling a concern that the Chinese could reverse-engineer the systems code, deliberately omitted some of the operating functions from the manuals, and so provided faulty documentation that left the Chinese operators with an imperfect and incomplete understanding of the signals systems.**

In this case, a train was hit by lightning and was stalled on the track. When this occurred, Chinese engineers immediately knew something was wrong and followed the operating manual, but they had no way of knowing the system was telling them that a train was stalled on the same track, because the manual was incomplete. This was the actual cause of the crash. It was true that local officials in Wenzhou panicked and stupidly tried to cover up the fact of the crash, but that doesn't change the cause. I would note further that this was by no means the first time Chinese engineers had been deliberately misled on either the function or operation of IP they had bought and paid for. There are many tales of foreign engineers telling outright lies about the purpose or function of various components, leaving the Chinese to either figure it out for themselves or discover through adverse events the actual purpose.

This accident was widely-reported in the Western media, but only to gloat at China's misfortune. **Forbes** and the **WSJ** (and of course the **NYT**) ran articles that were particularly nasty, with the Carnegie Endowment publishing what seemed a very stupid political article claiming the train accident "Shows the Dangers of China's Nuclear Power Ambitions". (14) The point appeared to be that, since China had one rail accident, they could not be trusted to ever build anything. The child-writers at the Economist gleefully ran an article with the cute title of "Whoops!" and, in another context, the Economist wrote, "To err is human. To gloat, divinely satisfying." Exactly.

I would also add that on the event of that accident, the US media were so delirious with schadenfreude that few bothered to report the actual cause. It happens that most every opportunity to criticise China will be transformed into a proven failure of China's one-party government. **In reporting on this train accident, the entire Western media eagerly pinned the blame not on a Japanese signals failure but on China's one-party system.** But Wikipedia lists 70 pages of rail accidents for the US alone, having several major and a bunch of minor ones every year. Since theology must be universal to be credible, it seems clear where the fault lies for all these terrible disasters: **democracy causes train crashes.**

The topic of rail safety seems heavily politicised. For some unknown reason, the Western news media persist in promulgating a fiction that Japan (*unlike China*) has a perfect train safety record, but the truth is that Japan's bullet trains derail and crash with some regularity. Wikipedia obligingly provides a full listing of train accidents in China all on one page, but one must work very hard to find a similar convenient listing for Japan.

Kawasaki Meets Godzilla

Rail Infrastructure is a Public Good, not a Private Benefit



Due to its unique government structure, China is able to plan and amend its entire travel infrastructure as a whole, considering air, rail and road, taking into account only the benefits to the entire country rather than having to appease a multitude of private interests. HSR trains have cut travel time so dramatically that airline services on many routes have been suspended in whole or in part. The airlines may not always be pleased, but China's transportation system is designed for the maximum overall benefit to the nation, not to serve specific private interests or friends of the Administration.

China has not succumbed to the sometimes-intense privatisation pressure from Western bankers and has retained control of its infrastructure, an enormous blessing for rapid and efficient development. Chinese leaders recognised from the beginning that economic development follows transportation, and thus maintaining control of the transportation infrastructure derives from a determination to distribute the benefits of development to the entire nation. The reality is that not all infrastructure is destined to be financially profitable – profitability being the only measure by Western standards. A privately-developed railway system would be built only on the most profitable routes, those likely to amass billions for their owners but that would leave perhaps half the nation destitute for transportation and sentenced to perpetual poverty. Thus, railway privatisation would saddle China's central government with the costs of building and supporting all the unprofitable routes without

benefiting from the profitable segments. This is one of Western capitalism's main mantras: **privatise the profits and socialise the losses**. If you're interested in this topic, here is an essay you might enjoy reading: **Private Enterprise and the National Good. (15)**

In the absence of competing interests, a nationwide plan can be conceived, examined, discussed and approved in a much shorter time than in countries with a different system, and implementation times much reduced as well. China's new HSR line from Shanghai to Beijing, a distance of about 1,300 Kms was a masterpiece of unobstructed planning and execution. For construction, the government hired almost 140,000 workers to build multiple sections simultaneously, the entire project completed in two years at a cost of less than \$20 billion. By contrast, in the US, the cost of an HSR line along the Eastern seaboard, a distance only half as long, has been estimated at \$120 billion and might require 20 years to complete. The province of Alberta in Canada is considering an HSR line of only 300 Kms connecting the two major cities, yet the planning stage is expected to take 5 years and cost \$50 million; if approved, the subsequent construction process is projected to require another 5 years at least. The interim negotiations for right of way, the bidding processes, the dealing with all the various private interests as well as the cities involved, are expected to add 5 years to the process.

It is critical to note that economic development follows transportation. Countries like Canada and the US would never have developed without the cross-country transportation systems being in place. But it is almost certainly too late for both Canada and the US with high-speed rail, too many decades of auto-dependent development condemning both countries to irreversible transport deficiencies. **In the US, General Motors (aided by a few others) managed to convince the individual states to abandon all investment (and maintenance!) in railways and other public transport, and instead make huge public expenditures on highways that were useful only to those who owned private automobiles, effectively stranding all other citizens at home with no way to go anywhere and virtually forcing everyone to buy a car.** This is not trivial, but instead a critical historical narrative. One observer wrote that "A theme likely to be emphasised in history

will be the enormous strategic error made by both the US and Canada in enslaving themselves to individual motorized transportation." Here is an article I strongly urge you to read: [\(16\)](#)

As with most other subjects, the Internet is not lacking uninformed nonsense on HSR trains. One US source tells us, "The United States has no HSR corridors because high-speed rail is an obsolete technology that requires expensive and dedicated infrastructure that will serve no purpose other than moving passengers who could more economically travel by highway or air." The preceding comment is incorrect in too many ways to count, ignoring the political factors that are actually responsible for the absence of HSR in the US. **Rail is inevitably the least expensive form of land travel (except for bicycles), is probably less expensive than driving (sometimes much less), and generally less expensive than air travel.**

The American Experience

In 2012 and 2013 the US wallowed in an anguish created by envy of China's high-speed rail network, America's rickety and accident-prone rail system suffering badly in comparison. **When it became apparent that the Americans could never duplicate China's success** and, confronted with the imminent failure of their ambition to join the world of high-speed rail, **the Americans revised the definition of high-speed trains from 400 Km/h to 250 and then 150**, before abandoning their quest altogether. Then, rationalisation through the uniquely American moral lens of politics and religion: "Our slow rail network is the price we pay for the great things about America like our democratic political system and our freedom of religion."

An internet reader commented:

"The American failure to realise an HSR system is not because China has better leadership, vision, planning and execution, and the wisdom to sacrifice short-term benefits and minority interests for the long-term gain and the greater good; **it's because**

Americans have democracy and love freedom. The bickering and indecision, the squabbling, the vacillation and eventual paralysis of all levels of US government on this issue, an impossibility in any sane country, are actually a badge of merit in America, evidence of their virtuous freedom. So, let China build its high-speed trains. The more trains they have, the less free they become. Americans would never be so foolish as to sacrifice freedom for good transportation or democracy for roads and bridges." I don't know the author of this brief passage below, but I want to share the quote with you because he captured perfectly the American situation:

"At the end of 2013, California was still hoping to build the nation's first high-speed rail line, an 830 Kms track from Los Angeles to San Francisco, that would be scheduled for completion in 2029 (more than 16 years) and would cost about \$70 billion not including the inevitable cost over-runs. By contrast, **China built its 1,320 Kms Shanghai-Beijing HSR line in only three years at a cost of 200 billion Yuan – about \$32 billion. So, the US high-speed train – if it's ever actually built – will be 60% slower than China's, will take five times as long to build and cost almost five times as much for an equivalent distance.** Of course, the Americans could just ask China to build their HSR in only 18 months at a cost of only \$20 billion, but that would mean admitting Chinese superiority, and that means the US will never have high-speed rail."

Amtrak is the only intercity passenger rail in the US that operates at speeds higher than freight trains, but hasn't been very popular, with its highest passenger numbers at around 30 million in a year compared to China's nearly 4 billion. And Amtrak has never made a profit, requiring government subsidisation of about \$1 billion per year. I have no explanation for the lack of popularity of train travel in the US. It isn't primarily a love affair with the auto, since Europeans also love to drive but also love train travel. At least some US rail facilities are acceptable, so it would seem the problem is due to a sum of other factors.

Amtrak



Amtrak is a very strange duck, a high-speed wannabe that seems determined to get most of the important things wrong and, if I can use an analogy, is too busy reading to take the time to learn to speed-read. It is difficult to make positive statements about the company because the underlying negatives make positive statements seem almost surreal.

Recent media reports that the introduction of Amtrak's new Avelia Liberty trains (**If it's America, it's always 'liberty' or 'freedom'**) manufactured by France's Alstom are facing yet another delay of 18 months, pushing the total delay to more than three years. The cause? Surprising, to say the least. To begin, under new instructions to ban everything Chinese, the company had to turn to France to purchase their rolling stock, but what Amtrak has purchased is 3 generations old in China, at the very bottom of anything that today would be termed "high-speed rail", and is old in France as well. Reading between the lines, it seems Alstom agreed to reproduce some older-technology equipment to match America's abilities, but things haven't gone so well.

According to Amtrak executives, the need for more testing is the cause of things being behind schedule, with Amtrak citing "rigorous" testing "required by federal regulations", somehow implying American safety standards of exceptional rigor, but the details seem to tell a different story. In fact, a review of the details reveals that the real cause was "the discovery of compatibility problems with the Northeast Corridor tracks that prompted modifications to the train design", as well as "an

incompatibility with . . . its catenary system" - which is the overhead electrical source that provides power to the trains. ([17](#))

If this isn't clear, Amtrak executives discovered, no doubt to their complete amazement, that the trains they purchased didn't fit the tracks on which those trains would run, nor could they connect with the available overhead power sources. The spin placed on this by Amtrak executives was that "The train had to be modified to work harmoniously with the infrastructure." However, it wasn't an issue of 'working harmoniously', but of working at all. Amtrak provided to Alstom the design necessities for 30 new train sets, which were manufactured to those specifications but, when delivered, the company discovered their design was so badly flawed that the new trains didn't match the trackage or the power supply, and had to be modified. This sounds like a Three Stooges episode or a Jackie Gleason comedy. **How is it possible for thinking persons to design and manufacture trains that can't fit their own tracks?**

According to media reports these new Avelia trains are built under an FRA rule that establishes "*new safety standards for high-speed trains,... to allow for operation at the highest speeds on shared tracks*". The intended insinuation is that these new so-called safety standards are more rigid, but it seems they are actually more relaxed, to accommodate Amtrak's inability (or unwillingness) to comply. Part of the problem is that Amtrak runs almost exclusively on what they euphemistically call "shared tracks", which means running on 60 year-old rail beds that are used primarily by slow freight trains, and that Amtrak wants to run its trains at speeds much higher than are safe. Hence the "new safety standards" created by the FRA "to allow for operation at the highest speeds".

Amtrak Also Meets Godzilla



"Most American (rail) infrastructure was built in the early to mid-20th century (1920-1950), the continent having been simultaneously wired for electricity and phone service while constructing the interstate highway system along with thousands of bridges, tunnels and more. But the US has spent almost no money on maintenance and repairs on any of this infrastructure for almost 60 years now. The situation today is dire and, in many instances, critical, but money is no longer available (except for Israel and Ukraine). **Derailments and other accidents occur almost daily on America's dilapidated and unsafe rail network which, like the highways, has received only urgent patching rather than proper maintenance and repair.**" [\(18\)](#) [\(19\)](#) [\(20\)](#)

"In June of 2013 an Interstate bridge on a main commercial corridor between Seattle, Washington and Vancouver, Canada, collapsed and fell into the river below after being hit by a truck. This was not a high-speed collision; the truck simply bumped one of the main support pillars at low speed, but the weakened and dilapidated pillar broke from the strain and, without that extra bit of support, the entire bridge immediately collapsed. In prior examinations, the heavily-travelled bridge had not only been rated as functionally obsolete but structurally deficient and requiring replacement. This is only one of thousands; the great majority of the physical infrastructure of the US is in a similar condition, involving railroads, highways, dams, bridges and more. **More than 160,000 bridges in the US are officially categorized**

as dangerous, at risk of collapse, with such collapses now regularly occurring. [\(21\)](#) [\(22\)](#) [\(23\)](#)

The same is true for subways and elevated inner-city rail systems like that in New York City; rickety, dirty, dangerous, and looking for a reason to collapse." [\(24\)](#)

Welcome to New York



Back to Amtrak, the delivery delay "hiccups" will force the company to keep its "legacy fleet" in service, with this in turn causing severe revenue losses from the oddly-unexpected need for extra "mechanical investments" to "reduce train malfunctioning". **In non-propaganda English, this means that Amtrak's old, one-foot-in-the-grave, trains needing badly to be scrapped before an imminent fatal collapse, will now require substantial maintenance and repair to hold out until executives can accurately measure the width of their tracks and modify the new trains they've purchased.**

This is not nothing. Amtrak experiences operating difficulties we don't even read about in comic books. One Amtrak passenger train in Maryland recently broke apart while traveling, with some of the

passenger cars separating from the rest of the train at 125 mph and going on their own merry way. [\(25\)](#) Until this, I thought I'd heard everything. Amtrak executives said, "We are currently investigating the cause of the car separation." I guess I would be doing that, too.

Would you like to travel at 250 Km/h on this track? Amtrak wants to.



But the most important issue is that no one in the US, neither the government nor the railways, seems prepared to maintain and repair rail tracks and beds to an acceptable standard, much less having the foresight to build dedicated trackage meant for high-speed trains. Attempting to run trains at speeds of 200 mph on 60 year-old unmaintained tracks that were built for freight trains at a maximum of 50 mph, is not only reckless but downright stupid. Yet, this is where we are. And Amtrak's legacy of accidents and crashes is all the evidence necessary.

Train speeds are constantly an issue with Amtrak. We can read much hype about Amtrak trains traveling at 200 or even 250 Km/h (150 mph), but in real life they barely average 75 or 80 mph, and this is the fastest train in America. This is partly the fault of the tracks, since Amtrak operates almost exclusively on freight train tracks and 'shares' the tracks with these freight trains, and is often held up by them. I'm told it is quite common for an Amtrak train to get stuck behind a slow freight train. [\(26\)](#) But even with all of this, very few of Amtrak's

locomotives have the ability to exceed 110 mph or 175 Km/h, which is well below anything considered as high-speed rail today.

DC to Boston is roughly 700 Kms or 435 miles. Amtrak's Acela Express Train 2150 takes nearly 7 hours, for an average speed of only 100 Km/h, or 60 miles per hour, not exactly high-speed. That's not entirely the fault of the train, since it makes ten stops on the route, a case of bad planning if I ever saw one. As mentioned above, China's solution to this is to have some trains run on an express basis with no stops between the two terminals while others make several different stops each, thus still serving all the communities but with a much higher average travel time.

Similarly, Amtrak's record of on-time arrivals is abysmal. According to Amtrak's 2020 Annual Report, little more than 55% of trains arrived on time, and this can be blamed almost entirely on poor management. If China and many European countries can have on-time rates of up to 98%, so can anyone who knows how to plan.

Richard Branson's Brightline



However, unknown to the world at large, America does indeed have a "high-speed train", **Richard Branson's new 'Brightline'**, that runs 100 Kms from Miami to West Palm Beach in Florida. According to the promotions, these are "sleek, neon-yellow trains, which travel at speeds of up to 127 Kms/hr (!!!)". To be fair to the Americans, they initially promoted this as a "higher-speed train", a small but worthy concession to reality that quickly disappeared. To be fair to the sleek, neon-yellow train, it is quite unable to reach its advertised top speed and in fact seldom reaches even 100 Km/h, faster than a freight train, but not by much.

Also unknown to the world, this American version of HSR has, in its first few years since inauguration, had numerous derailments, scores of accidents, and caused well over 100 deaths. In what should have been a surprising development, several of the accidents and deaths occurred during the train's initial test run, after which it was inexplicably cleared for service. But perhaps no matter because Brightline assured us that "safety remains the company's top priority". Interestingly, the US Federal Railroad Administration (FRA) data show 60% fewer deaths than the media reports of actual fatalities because (if you can believe this) they inexplicably (and almost certainly unjustifiably) classify most of the deaths as "possible suicides", and then sanctimoniously impose "reporting restrictions intended to safeguard privacy". [\(27\)](#) If this isn't clear, the FRA is claiming that 60% of Brightline train accident deaths were from motorists deliberately stopping on the tracks in order to kill themselves. Given all the options for committing suicide, this would not be my first choice. How can American authorities fabricate such preposterous lies and why would the media support them?

Another Brightline "Assisted Suicide"



Also, according to the FRA, "a Brightline locomotive derailed ... at four miles per hour ...". The report continued that this was the second derailment within two months, the main cause being that this US "high-speed train" is using tracks and rail beds built more than 60 years ago, intended only for slow-moving freight trains, and have not been maintained. In an astonishing display of arrogance and defiance, Brightline refused to confirm the accident for nearly six months, even during sworn testimony to a Senate Committee, then called the derailment "minor", and dismissed the critics' concern as a "baseless fear tactic". (28) These issues are noteworthy in several ways: Running "higher-speed" trains through level crossings (at ground level), is reckless in the extreme and begging for fatalities. Even more, running passenger trains on dilapidated trackage and freight-rail beds that haven't been maintained for 60 years, is worse.

A second item is so illustrative of a pathological quirk that appears to exist only in the US. From Brightline's home webpage:

"Hand-stitched leather seats. Sit 2 or 4 together at a table. Relax pre-departure in our first-class SELECT lounge with an ever-changing lineup of enticing bites and beverages. Lounge business services including iPads, a scanner & printer. Access to conference rooms in our stations (a \$50/hr value). Complimentary onboard Wi-Fi." (29)

Hand-stitched leather seats and an ever-changing lineup of enticing bites on a train that derails at 4 miles per hour and has already killed

more than 100 people. This is the way Americans design their cars. Appearance is everything and substance is nothing. American auto designers hold frequent market tests where they introduce citizens to new automobiles, the purpose being to see if the new degradations in quality and safety can pass these public tests undetected. A so-called high-speed train running on rickety tracks and derailing at 4 mph is glossed over for leather seats and Wi-Fi. Only in America. One internet commenter wrote, "This proves that Americans are too stupid for high-speed rail."

"How many more deaths do we need to read about before something is done."

Another news report stated that - according to the same FRA - this train has had "the most fatalities along the corridor in that time period". [\(30\)](#) [\(31\)](#) The situation is so bad that there are at least two Florida law firms now specialising in Brightline accident victim litigation. [\(32\)](#)

A recent article in the Orlando Weekly called "almost-high-speed Brightline the deadliest train line mile-for-mile in the U.S.", [\(33\)](#) because it apparently has the worst death rate of all 821 train lines in the US. Yet Branson plans to extend the line to Disneyworld and has obtained billions in tax-free bonds for the expansion, but there are current lawsuits to prevent this, determined "to ensure it never reaches Orlando". [\(34\)](#) Nevertheless, and again, "the service intends to use existing freight lines that have not handled regular passenger service in nearly a half-century" and which haven't been maintained for 60 years. [\(35\)](#) [\(36\)](#) **Only in America.**

Does This Look Like a High-Speed Train to You?



This last item may contain research worthy of a Master's thesis, this being a newspaper headline on one of the derailments: "Brightline accidents tragic, but is railway really to blame?" (37) The article stated that this "innovative high-speed passenger rail service has been in operation for only about a week and a half, and already people have died", then went on to say that "most readers" put the blame not on the railway but on "the decision-making of people". There was an almost irresistible poignancy about this claim. In reading the reports, I could not shake the feeling of listening to a small child, disappointed at some failure but lacking the maturity to see reality as it was, and making an excuse typical of an 8 year-old mind. I believe we could argue this to be the consciousness level of the typical adult American.

Epilogue

There was a sadness in my heart while writing much of this article. Putting aside any fleeting pleasure in criticising Americans, there was a kind of despondent cheerlessness in a realisation of what might have been but can never be. Today, not only Chinese and Europeans are enjoying the manifold benefits and pleasures of high-speed train travel, but also citizens of Vietnam, Turkey, Venezuela, Brazil, Singapore, Thailand, Poland, Russia, Kyrgyzstan, Saudi Arabia and many more. American citizens surely deserve this fine mode of travel as much as anyone else, and yet their own heavily-politicised and corrupt society prevents it, and there is no solution.

The American government could easily make friends with China and have genuine high-speed trains (400 and 600 Km/h) everywhere, but Captain America doesn't want to make friends. He would rather be the bully on the block and knock someone down, rather than building himself up. **The US sacrificed real 5G communications for its entire population for the pleasure of hurting China and trashing Huawei, and to protect the continuing freedom to spy on them.** This is happening in so many areas, all with the same cause. It has been partly comical but mostly painful to watch the US during the past 8 or so years, agonising over the prospect of high-speed railways and seeing so many efforts collapse due solely to petty political ideology. It is astonishing that such a large and important nation could have such immature and even infantile politicians - at every level.

In only one or two decades, China has become a world leader or at least a peer in so many areas - IT, telecommunications, high-speed trains, quantum communications, DNA synthesising and mapping, green energy sources, space exploration, astronomy, mind-machine interfaces, small drones, aircraft production, 3-D printing. The Chinese have built their own space station, photographed every square meter of the moon, launched their own GPS system, built the deepest deep-sea submersibles, and much more, to say nothing of all the massive engineering projects. **None of this was an accident and none of it happened overnight; all were the result of planning begun 20, 30, and even 40 years ago, the results only now becoming evident.**

The Americans especially, but really all Western countries, could never accomplish such speedy and successful development due primarily to the political system which prevents long-term planning and which is so indebted to a small group of elites that the common good and the welfare of the nation are lost. **The only proposals that survive are those permitting a small group of bankers and industrialists to feed at the public trough, while all those benefiting the public are stillborn.** Planning cannot be done for projects beyond the life of the current government, which might be only 4 years and often less, because the opposing party would most likely kill any project, either

on ideological principles or to prevent credit being given to "the opposition".

And, on the high-speed trains themselves, it seems that no one in American government or industry has the good sense and political will to say not only "Let's do it" but "Let's do it right." And that means a serious commitment to long-term adult-level planning of high-speed travel and the investment required to build a dedicated support infrastructure that can handle it. The continued pretense of having so-called "high-speed trains" running on dilapidated 60 year-old freight tracks, will lead to nothing but disaster.

This entire process of Americans so desperate to "save face" is founded on a delusion of superficiality we seem to find only in America: I paint my Pinto red and pretend it's a Ferrari.

*

Notes

(1)

https://english.www.gov.cn/archive/statistics/202101/10/content_WS5ffa36f3c6d0f725769438ad.html

China's high-speed rail lines top 37,900 km at end of 2020

(2) <https://www.theb1m.com/video/the-unstoppable-growth-of-chinas-high-speed-rail-network>

The Unstoppable Growth of China's High-Speed Rail Network

(3) <https://www.statista.com/topics/7534/high-speed-rail-in-china/>

High-speed railway in China – statistics & facts

(4) <https://www.chinadiscovery.com/china-high-speed-train-tours/high-speed-train-facts.html>

China High Speed Train Facts - Longest, Fastest & Craziest

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These are the fastest trains in the world

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A Few Historical Frauds

Einstein, Bell & Edison, Coca-Cola and the Wright Brothers

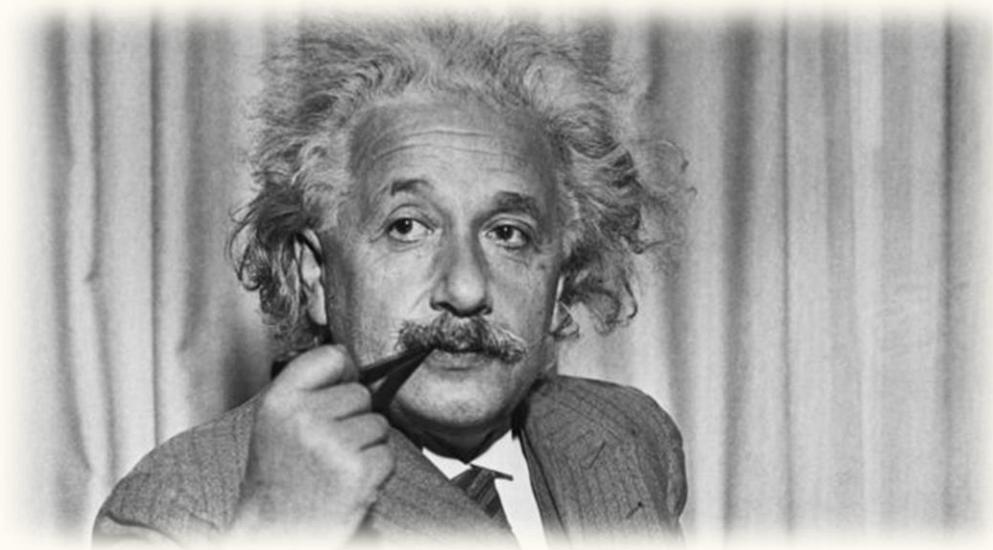


There are only two nations in the world whose existence seems to be founded primarily on historical myths. In the US, false historical mythology permeates every nook and cranny of the American psyche, the result of more than 100 years of astonishing and unconscionable programming and propaganda, a massive crime against an entire population. This condition pertains not only to past events we think of as history, but to the extent that most items permitting Americans to "feel good by being an American" are fabricated Disney fairytales. This essay is a brief introduction to only a minor aspect of this subject.

In the introduction to my series of books (soon to be published) I wrote that "Perhaps 90%, or even 95%, of everything we know, or think that

we know, or that we believe to be true about history, is wrong. To express this another way, if we were to take the history of the entire world for the past 500 years and compress it into a book of 100 pages, a full 50 of those pages would be blank. That is the extent to which our true history has been suppressed, entirely deleted from the record and from our consciousness. Of the remaining 50 pages, 45 are false in whole or in part, photoshopped, sanitised, twisted, and with critical details omitted to deliberately lead the public to the wrong conclusions.”[\[1\]](#)

Einstein, the Mythical Genius

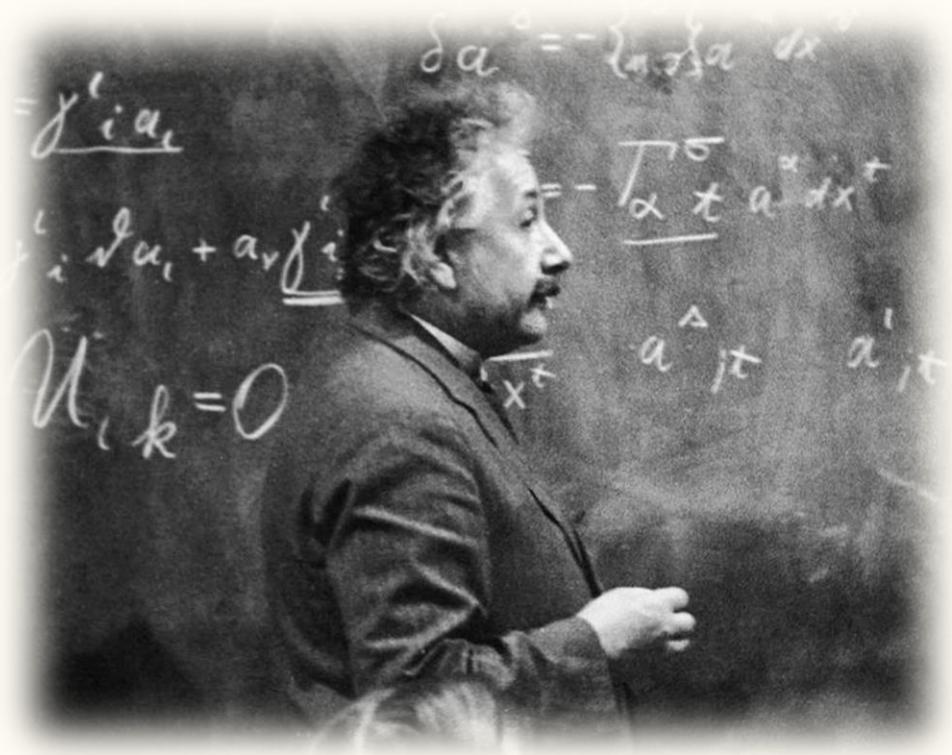


One of the greatest mythical frauds in history is that of Albert Einstein, the famous physicist who invented the Theory of Relativity, $E=mc^2$ and so many other esoteric things. But this is all fabrication. The claims about Einstein inventing any theory of relativity, or light and photons, or time, are false. Almost every claim – almost everything – attributed to Einstein is simply a lie. Einstein was an inept who contributed nothing original to the field of quantum mechanics, nor any other science. Far from being a competent physicist, he once even flatly denied that the atom could be split and, much later, admitted that the idea of a chain reaction in fissile material “had never occurred to me”.

[\[2\]](#)[\[3\]](#)

Einstein was a third-class clerk at the government patent office in Bern, and never progressed beyond this level even with years of experience. By all contemporary reports, Einstein wasn't even an accomplished mathematician. It has been well documented that much of the mathematical content of Einstein's so-called theories were well beyond his ability. Walter Isaacson, president of the Aspen Institute, stated that Einstein's first wife **Mileva Marić** was a "Serbian physicist who had helped him with (his) math . . ." [4] **Other prominent scientists have made the claim that his wife did most of his math for him.**

Henri Poincaré was the foremost expert on relativity in the late 19th century and the first person to formally present the theories, having published more than 30 books and over 500 papers on the topics. Extensive documentation exists that Einstein and his associates had studied Poincaré's theories and mathematics for years, yet when Einstein published his almost wholly-plagiarised versions he made no reference whatever to these other works.



In the accepted historical account, **Einstein is credited with having written the correct field equations for general relativity, an enormous falsehood.** It is an undisputed fact that **David Hilbert**

sent Einstein a draft of his work (which had already been submitted for publication), containing precisely these equations, evidenced by the existence of a letter from Einstein to Hilbert thanking him for doing so. Yet a few weeks later, Einstein delivered a public speech of Hilbert's work, claiming full credit for the derivation of Hilbert's equations. Similarly, **E=mc²**, the famous equation relating mass, energy, and the speed of light, had been published several times by Italian physicist **Olinto De Pretto**, long before Einstein was suddenly given credit for it. In multiple thorough reviews of scientific literature, prominent scientists have unanimously stated that there is "absolutely nothing to connect Einstein to the derivation of this formula." [5]

Einstein's papers, theories, mathematics, documentation, were almost 100% plagiarised from others. He combined the prior published works of several people into one paper and claimed ownership of all of it. **His so-called theories were nothing more than a composition encompassing the prior work of men like James Maxwell, Hendrik Lorentz, Joseph Larmor, Olinto De Pretto, Robert Brown, Ludwig Boltzmann, Friedrich Hasenöhrl, and many more.**

In a paper he wrote in 1907, in part responding to (already-virulent) accusations of plagiarism, Einstein declared that plagiarism was perfectly acceptable as a form of ethical research, stating "... the nature [of physics is] that what follows has already been partly solved by other authors. I am [therefore] entitled to leave out a thoroughly pedantic survey of the literature..." [6][7][8] In other words, scientists all build on each others' work, so Einstein could freely compile the work of everyone before him and re-present it as his own, with no obligation to even mention them or their work. His view of ethical science was like building a tower where each person adds one stone and, if I add the last stone, I not only take credit for the entire design and construction of the tower, but I own the building.

Perhaps the most damning evidence was when in 1953 Sir Edmund Whittaker published a very detailed account of the origin and development of all these theories and equations of physics, with extensive reference to the primary sources, documenting beyond doubt that Einstein had no priority in any of it, and clearly stating so.

Einstein was alive and well when Whittaker published his book, yet he offered no dispute to the conclusions, no refutation of Whittaker's claim that he (Einstein) had been irrelevant to the entire process. Einstein made no attempts in his own defense but simply hid in the bushes and refused to make any public comment whatever. [\[9\]](#)

Einstein was Jewish and had the support of the Jewish-controlled media who conspired to create yet another historical myth. His fame and popularity today, his status as a hero of the scientific world, are due only to decades of a well-planned force-feeding of the Einstein myth to the masses by the media. The propaganda machine simply airbrushed out of the history books all the physicists who formulated these theories, and credited everything to Einstein. Without the extravagant generations-long PR and propaganda campaign, Einstein would have remained in the dustbin of obscurity where he belongs.

There are many Einstein apologists who produce reams of heavily-documented irrelevancies masquerading as proof, items such as a schoolmate who claimed "the flight of his mathematical genius was so high that I could no longer follow." Many scientists and scientific historians know the truth of all this, and the accurate historical record is readily available, but many appear afraid to speak out for fear of damaging their careers. I have put the question to several prominent physicists in different countries, eliciting similar responses, namely that "it will not further one's career to open a debate which will inevitably produce a tsunami of invective and slander, to say nothing of accusations of anti-Semitism."

Time Magazine published more than a dozen issues on Einstein, including a special Collector's Edition, and even ran an issue naming Einstein the "Person of the Century". As with all other American heroes, the PR machine has worked for decades to embellish the myth with a collection of possibly hundreds of wise sayings attributed to this man where there is absolutely no historical evidence he ever said any of those things. The **NYT** published an article on a small cleverly-selected scientific dispute, in which it claimed "Findings Back Einstein in a Plagiarism Dispute". [\[10\]](#) And thus is history spun by those who control the microphone. This is why so many pages in our history book consist

of misrepresentations and omitted facts, painting a picture so considerably at odds with the truth. As with **Thomas Edison, Alexander Graham Bell, the Wright Brothers** and so many others, the false historical myths have been so deeply entwined in American and world history that they cannot be unraveled.

On the initial publication of this article, I was interested to see the wagons circling around Einstein and the defenses mounted in his behalf but, on close examination, those defenses consisted mostly of an amalgam of questionable personal opinions and undocumented claims combined with a flood of irrelevancies that served only to smoke up the room. I had no idea there were so many people interested in putting lipstick on a pig. Since authors are expected to document and provide credible citations for each and every claim proffered, rebuttals should necessarily be held to the same conditions. As an example, I am unaware of any existing evidence that would support the following claims (among many others). Each appears to be based solely on wishful thinking that is provably false:

"[Einstein] gives credit to the men who made his theory of special relativity possible. Poincaré, Lorenz and Maxwell are key figures."

" Einstein never claimed to be [a lone genius] and insisted he stood on the shoulders of giants. He gave credit everywhere it was due."

"Even **E=mc²** is lingering in his equations but it's subtle and difficult to find."

"What Einstein did was take physics back to the drawing board and reformulate everything from scratch from general principles."

"Regarding General Relativity, Hilbert got to the field equations first by five days but Einstein had laid down the conceptual framework."

"In one of his own unpublished papers Einstein discovered the field equations as early as 1910."

" Einstein was a key player and unarguably the most important one in the field of Relativity."

None of the above statements are true in any part. In particular, several commenters foolishly stated that Einstein was widely accepted as a towering figure by his contemporaries. Such claims are so substantially important as to demand credible documentation but none of Einstein's apologists were able provide credible references documenting that Einstein's contemporaries recognised his brilliance or competence in the field of physics (or anything else). Similarly, no one was able to provide credible references where any of Einstein's contemporaries credited him with the discovery of anything, nor could anyone provide credible references where Einstein gave credit for anything to anyone.

In another vein, some apologists have stated that plagiarism was widespread and acceptable at the time. If this claim is true, why is Einstein standing alone as the only 'prominent' physicist to be accused of it? There are absolutely NO claims that other prominent physicists of the day (**Henri Poincaré, James Maxwell, Hendrik Lorentz, Joseph Larmor, Olinto De Pretto, Robert Brown, Ludwig Boltzmann, Friedrich Hasenöhrl, Sir Edmund Whittaker**) ever plagiarised the work of others or copied anything without credit. Other Jewish Einstein apologists have claimed that "all sciences of the time" were subject to constant plagiarism, but not a single person could provide a name of a prominent scientist in any field, not chemistry nor biology, nor astronomy, who had been accused of plagiarism. Einstein appears to be entirely alone in this category.

There is a further matter that "history" and the Jewish media owners and book publishers have managed to bury, something very odd that happened to the only proof extant of Hilbert's article and physics equations. Hilbert's article, with all the relevant equations, was kept on display in a library. When prominent physicists all combined to challenge Einstein's claims, they decided to take Einstein's work to the library to compare his writing directly with that of Hilbert. But, to everyone's surprise, the night prior to this "comparison", someone had entered the library and mutilated Hilbert's original article, cutting out with a knife most of the page that contained the critical equations, thus leaving nothing to compare. It is safe to assume it wasn't Hilbert's supporters who did this.

Professor Friedwardt Winterberg wrote an article titled "Belated Decision in the Hilbert-Einstein Priority Dispute", published by L. Corry, J. Renn, and J. Stachel, confirming this little atrocity which was termed "a deliberate act of fraud to sustain the Einstein myth". Moreover, Professor Winterberg proved that Hilbert's original article did fully understand the entire theory and that Einstein had been aware of it for several weeks when he published his own plagiarised version. [10a] This was common knowledge in Göttingen at the time, but somehow "forgotten" after WWII, along with the general consensus that Einstein's understanding of general relativity "was grossly inferior" to that of other physicists.

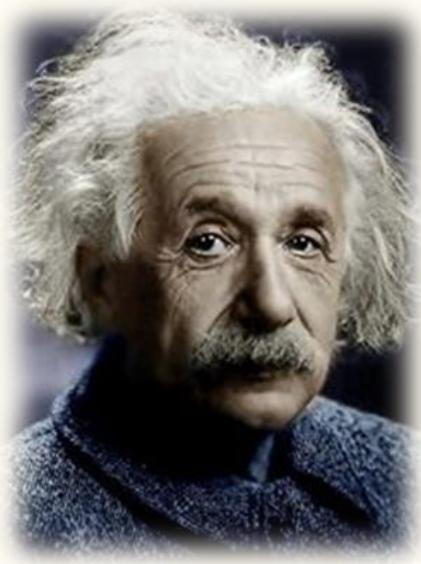
There is yet another matter relating to Einstein's Nobel Prize. It needs to be stated clearly that Albert Einstein was not awarded a Nobel prize for any work related to the theories of relativity, "no doubt to avoid raising embarrassing paternity questions, and inevitably having to share the prize with at least Hilbert, if not with many more physicists".

The prize was also not awarded for a discovery of the photo-electric effect, which item was added to the prize as an afterthought. The truth is that Einstein was awarded a Nobel Prize in 1921 as a kind of catch-all award "for his services to Theoretical Physics". And that is a very long way from **E=mc²** and field equations for general relativity.

However, the image-building process was in full swing long before that, and Einstein's promoters - almost entirely Jews - had nominated him for a Nobel Prize 62 separate times[10b] before they finally succeeded. And none of his awards were in the field where his apologists claim the man had "knowledge that spanned the universe". Also, Max Planck and Albert Einstein repeatedly exchanged favors by nominating each other for a Nobel prize. Things are not always what they seem.

Lastly, for what it's worth, I could make the same statements and ask for the same credible references of the apologists for the Wright Brothers - who all managed to ignore the massive historical fraud perpetrated by the Smithsonian about "the first powered flight".

Einstein, the "Man of Peace"



Similarly, there has been a great campaign by Einstein's revisionist apologists to disavow his strong support for the development of the atomic bomb, claiming him to be "a man of peace". I have copies of correspondence from Einstein where he stated his conviction that the United States should "demonstrate" the atomic bomb to disfavored foreign countries. In one letter to then-US **President Roosevelt**, he wrote, "... extremely powerful bombs of a new type may thus be constructed. A single bomb of this type, carried by boat and exploded

in a port, might very well destroy the whole port together with some of the surrounding territory. I am convinced as to the wisdom and the urgency of creating the conditions under which that and related work can be carried out with greater speed and on a larger scale than hitherto". [\[11\]](#)

That statement is part of one of Einstein's letter to Roosevelt, suggesting he (Einstein) be "entrusted with the task" of managing the project. Roosevelt refused Einstein's fervent requests to manage, or even to participate in, the project, because it was an open secret that nobody trusted him and the FBI had conducted extensive investigations against him. One FBI file labeled "Secret", stated that Einstein was affiliated with 33 organisations which had been cited by the Attorney-General and/or Congress, as being politically suspect.

It is interesting that the respected National Geographic is one of the world's worst publications for spinning historical fact and truth. In 2017, this magazine ran an article on Einstein claiming that Hoover and the FBI despised Einstein and built a 1,400-page file on him because "the world-famous physicist was outspoken against nuclear bombs".[\[12\]](#)[\[13\]](#)

The second portion of the same letter is rather more disturbing, and has to my knowledge never been publicly referenced anywhere. It clearly reveals that Einstein had had detailed discussions with some wealthy acquaintances in Europe who were eager to personally finance the US development of atomic bombs from their own pockets. Einstein was informing the President he had access to these individuals with whom he had already confirmed available funding, baiting Roosevelt with an offer that, should he be 'entrusted' with management of the bomb project, he could bring the necessary financing with him. He states that, as project manager, one of his tasks would be: "providing funds ... through his contacts with private persons who are willing to make contributions for this cause." [\[14\]](#)

It would be appropriate for us to ask, who were these "private persons", who had the money to finance the development of the world's first atomic bombs, and why they would want to

personally fund such a project. Einstein does not mention these individuals by name, but they would surely have been Jewish and who in Europe (in the 1930s) had the kind of money to offer open-ended funding for a scientific project the cost of which was unknown and unknowable, but clearly massive.[\[15\]](#) This offer was not spurred by patriotism but by the prospect of financial gain and control of both the technology and the application of this 'science'. We can therefore further question who would have taken ownership of the technology, and who would have been the intended victims of this large personal investment. One plausible theory.

I would add here that many of Einstein's propagandists and apologists have made repeated efforts to pass the blame for the development of the atomic bomb onto Enrico Fermi, another monstrous falsehood. The US government offered Fermi a cash payment of US\$100,000[\[16\]](#) to lead the research and development of the atom bomb, but Fermi refused. I have seen a copy of a letter from Fermi to the US President claiming that something so evil had "no right to exist". **In fact, it was Oppenheimer and Szilard who led the development of what was almost in totality a Jewish project, so much so that for many years in scientific circles the atomic bomb was widely known as "The Jewish hell-bomb".** [\[17\]](#) I believe it was Eustace Mullins who first coined the phrase, and I believe it was he who first suggested there was "circumstantial but compelling evidence" that the Jewish motivation for offering to finance the A-bomb's development was to take control of the technology and use it for Germany's total destruction." [\[18\]](#) The theory is more than plausible if you are familiar with the heavily-evidenced proposition that the underlying purpose of both world wars was the total destruction of Germany). You can understand why items like this are restricted to the blank pages in our history book.

Alexander Graham Bell – The Man Who Didn't Invent the Telephone



History books tell us the famous American, **Alexander Graham Bell**, invented the telephone. This claim has only two flaws; **Bell was Canadian, not American, and he did not invent the telephone.**

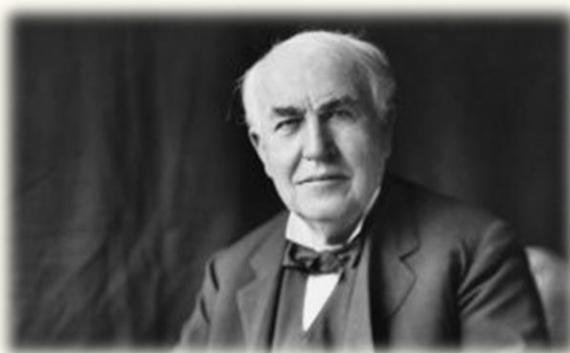
An Italian named **Antonio Meucci** patented a working telephone many years before Bell did anything. [19] Bell had obtained copies of Meucci's drawings and patents and had attempted to obtain US patents on Meucci's phone. Meucci discovered Bell's attempted patent of his invention and filed a lawsuit against Bell, in support of which he brought from Italy all his documents, working models, original sketches and his patent, to present to the court as evidence of his prior invention. The delivery company – **Western Union** – was charged with the responsibility as trustee to hold this evidence for delivery to the court, but all of it "amazingly disappeared without a trace immediately prior to the court hearing, leaving Meucci with no proof of anything and thus losing his lawsuit against Bell." It is worth noting that at the time Bell was employed at the Western Union lab where Meucci's evidence was being stored.

The Italians are still angry about this. The Italian Historical Association informed us that their investigation produced evidence of illegal relationships between employees of the patent office and Bell's company. And later, during a lawsuit between Bell and Western Union, it was revealed Bell had agreed to pay Western Union 20% of all profits from 'his' telephone, for 17 years, representing millions of dollars,

sufficient temptation for Western Union to justify “losing” Meucci’s invention. US media have fabricated at least dozens of tales excusing Bell, a common one that “due to hardships, Meucci could not renew his patent” and therefore Bell could take it, but in fact the US government filed charges against Bell for fraud because of his telephone patent, but powerful friends had the lawsuit delayed year after year until Meucci died. [\[20\]](#) American history books and sources like Wikipedia omit these critical facts and twist the remaining information, and thus Americans grow up believing yet one more false myth about their country and their innovative ability.

I would make a note here that when doing historical research we sometimes discover that the landscape has been so badly polluted by countless individuals amending details to conform to opinion or ideology (or patriotism) that it becomes nearly impossible to ferret out the actual facts without an extraordinary amount of work. In this case, some have claimed (without evidence) that Meucci lost his patent because he hadn’t the funds to renew it. Others ignore Meucci’s lawsuit against Bell and claim Bell delivered his phone patent and samples to Western Union for evaluation and who later claimed to have lost all of it. And so on. Here are several articles purporting to tell “the real truth” [\[21\]](#)[\[22\]](#)[\[23\]](#)[\[24\]](#)

Thomas Edison – The Man Who Didn’t Invent Anything



Every American child is taught in school that the famous American Thomas Edison invented the light bulb, Wikipedia claiming that Edison was “the fourth most prolific inventor in history, holding 1,093 US patents in his name, as well as many patents in the UK, France, and Germany”. Edison is given full credit for inventing the light bulb, electricity transmission, electric

power utilities, sound recording and motion pictures. All these claims are completely false. [\[25\]](#) Not only was Edison not one of the most prolific inventors in history, he never invented anything. Edison himself made the statement: "patents 1047 – inventions 0", in recognition of his situation.

The inventions for which Edison is credited by the Americans were all achieved by others, and his "1,093 US patents" were all either stolen, bullied, extorted or purchased from those same inventors. As another author pointed out, "a man who kidnaps or adopts 1,000 children can hardly be deemed the world's most prolific father, and a man who steals 1,000 inventions and patents can hardly be deemed the world's most prolific inventor". Thomas Edison was unquestionably one of the world's most prolific thieves, and widely known as a con-man and common thug who often resorted to threats and extortion, but he was no inventor. Edison was mostly just a thieving opportunist who extorted or stole everything that is listed to his credit, but in US history books Edison is revered in totally fabricated myths as the father of the light bulb and America's most prolific inventor.

The light bulb had been invented by several people in Europe, one of whom, Heinrich Goebel, unsuccessfully tried selling it to Edison who claimed to see no value in it though he was more than happy to purchase the patent from Goebel's estate when the man died, cheating his widow out of a substantial sum of money. In any case, another man, Joseph Wilson Swan developed and patented a working incandescent light bulb using a carbon filament 20 years before Edison made any such claim. [\[26\]](#)[\[27\]](#) Edison first tried to steal Swan's invention and, when that proved legally dangerous, he made Swan a minor partner in the Ediswan United Company, buying both Swan and his patented light bulb and claiming the invention for himself. Swan also invented sound recording and other items which are today credited to Edison. [\[28\]](#)

Every American is taught from birth that Edison labored for years, trying at least 1,000 different substances (some say 2,000) before he discovered that twisted carbon would function acceptably as the filament in a light bulb. The story is entirely false, a myth fabricated after the fact, a little religious morality play to support faith in the

American Dream – that persistence and hard work will lead to unlimited fame and riches in the end. Edison did indeed try – and repeatedly failed – to create a light bulb, and he may well have attempted some of those filament trials. But all that is irrelevant because Swan had already proven the effectiveness of a carbon filament when Edison took ownership of his invention and patent.

Edison is given credit for the device which made x-rays possible, but the actual inventor was German scientist Wilhelm Roentgen who publicly displayed x-rays of his wife's hand years prior to Edison's fluoroscope. Similarly, Edison is given credit for inventing electrical transmission in various forms, but Nicola Tesla brought this invention to the US and offered it to Edison who took ownership of the process and patents under a promise of \$50,000, then refused to pay Tesla and spent years in attempts to destroy his name and reputation.

The US-based Science website dismisses the entire truth about Edison in one cute sentence: "Even though many of his "inventions" were not unique – and he engaged in some well-publicized court battles with other inventors whose ideas he "borrowed" – Edison's skill at marketing and using his [political] influence often got him the credit." [\[29\]](#) And that means Edison patented items that already existed, created by others, and that had sometimes already been patented. Plus, he had a habit of stealing and patenting any ideas brought to him by other inventors. Hence, the lawsuits. But his marketing ability and some powerful political and judicial contacts kept him out of jail. Nevertheless, the myth has been so thoroughly weaved into American history, it could never be recalled.

The US government even issued a special silver dollar coin to commemorate Edison's non-achievements. And we have an Edison museum complete with the requisite US flag, providing Americans with the unique opportunity to experience delusion and patriotism simultaneously. But the man did invent one thing the history books seem to have quietly deleted. Edison was a believer in spirits and regularly attended séances where mediums would receive and transmit messages from the dead. To more easily conduct these affairs, Edison invented a telephone that he claimed could talk to people in the spirit world, though he didn't specify what numbers to dial. In a conversation

with B.C. Forbes, the founder of Forbes magazine, Edison claimed, "I have been at work for some time building an apparatus ... for personalities which have left this earth to communicate with us". No idea what the spirits said to him, and no idea why his promoters deleted this important item from the history of the world's greatest inventor.

[\[30\]](#)

Coca-Cola



Coca-Cola, originally called Kola Coca, was invented more than 140 years ago in a small town in Spain, the creators of the formula for the world's best-selling soft drink having been cheated of its ownership and billions of dollars. The process was a well-kept secret at the time and quickly became a world-famous product, winning dozens of international gold medals and other awards. Unfortunately, **Bautista Aparici**, one of the company's founders, attended a trade fair in Philadelphia and made the mistake of giving a sample and a brief description of the process to an American he happened to meet, and a short time later US pharmacist **John Pemberton** changed the name to **Coca-Cola** and patented the product and process, the US government refusing to recognise the original Spanish patent.[\[31\]](#)[\[32\]](#)[\[33\]](#)

The official story is that this drink was "invented by Dr. John Smith Pemberton on May 8, 1886, at Atlanta, Georgia", in the USA, and was named Coca-Cola because at that time it contained extracts of Coca leaves and Kola nuts, and that the company's book-keeper renamed

the drink because he thought the two 'C's' would look better in advertising. None of that is true. The drink was indeed made from kola nuts and coca leaves, but the new name was a cheap attempt to differentiate itself after Pemberton stole and patented the original formula. All the stories about Pemberton inventing Coke's secret formula in his laboratory are fabricated nonsense, with the company's website cleverly designed to airbrush out the drink's early history and avoid the truth becoming known. Beverage World magazine produced a special issue to commemorate the one-hundredth (American) anniversary of Coca-Cola, claiming Coke was:

"A totally American product born of a solid idea, nurtured throughout the past century with creative thinking and bold decision-making, and always plenty of good old-fashioned hard work. That is as it should be; it is the American way".

Not by a long shot. Coca-Cola is just one of hundreds of products the Americans have stolen and patented with the full protection of their courts operating under the peculiarly American definition of 'rule of law'. It isn't widely-known, though well-documented, that for decades surrounding the turn of the last century, the US government offered between \$20,000 and \$50,000 to anyone who could steal a foreign patent or product, that amount representing a lifetime's earnings for an average person.

To add insult to injury, Coca-Cola moved into Spain in 1953, sued the original Spanish owners, then bullied, extorted and bought the rights for a pittance, permitting the firm to continue producing only a single alcoholic beverage under their name. USA Today reported on this without even a hint of regret or shame about the rule of law or fair play or the evils of IP theft. Their only comment: "The Spanish factory has just four employees left and probably won't last another generation." Even more insultingly, ABC News dismisses this story as "The Spanish firm that inspired Coke", although they do state correctly the claim: "Locals believe that the Spanish town of Aielo de Malferit is where Coca-Cola originated — and that the factory which developed the formula that inspired the world's best-selling soda has been cheated of its rightful place in history. Not to mention profits."[\[34\]](#)

In another Volume in this series, you will read about Coca-Cola's criminal behavior in the countries in which it operates, its anti-social labor policies, the hit squads in Central America, the environmental damage, the continual and serious chemical contamination of the company's products, the constant law-breaking in so many areas, conduct of political espionage for the CIA and the US State Department. The company has also received constant support from many levels of the US government to both encourage its activities and protect the company and its executives from the consequences of their actions. When we examine the behavior of Coca-Cola's executives over the past century, the picture is both shocking and depressing, leaving no surprise that this is one of the four most boycotted companies in the world.

Yet the propaganda machine has been quite successful in suppressing public awareness through its influence with the media, and in painting an entirely false and mythical picture of Coca-Cola as a good neighbor with deep human values. As noted in a Harvard University article, the powerful PR machine has promoted a theme of Coca-Cola symbolising "goodness, decency, and tradition, grounded contextually in the (itself mythical) American way of life." The article stated further, "What has remained consistent over the years, however, is the general theme that the Coca-Cola brand, which is at the center of all the Company's products, is a symbol of good American values and that somehow drinking Coke will contribute to those values. Coca-Cola is necessary to one's way of life: this is the message the Company has propagated throughout its history." And this is how the spin masters rewrite history by replacing brutal reality with pleasant mythology, permitting everyone to feel good to be an American.

The Wright Brothers



For more than 100 years, the *Smithsonian Institution* in Washington has had on display an aircraft that was piloted by Orville and Wilbur Wright in 1903 in Kitty Hawk, North Carolina in man's first powered, manned aircraft flight, Americans therefore having created "The Age of Flight".

But that was never true, and the Smithsonian was in on the fraud from the very beginning. In an agreement with the Wright family to donate the aircraft to the Institution, its officials signed a pledge to perpetuate the story that the Wrights had made the first flight, when all present were fully aware the claim was false. And for more than 100 years the Smithsonian Institution of Historical Mythology, with the full support of the US government and the media, has done everything in its power to dismiss, contradict, and just ignore, extensive documentation of other prior flights in an effort to prevent the dethroning of America in the public mind.[\[35\]](#)[\[36\]](#)

Several people have thoroughly researched the matter and have written authoritative books on other prior flights but these have been "denounced by leading aeronautic agencies" (like the Smithsonian Institution), with the authors dismissed as "unqualified" and their books "unreliable". In fact, there were many prior flights, some in

Europe, Canada, South America, and others in the US itself, and the Smithsonian was fully aware of this. Recently, the editors of the authoritative Jane's Aircraft firmly declared that Gustave Whitehead had flown years before the Wright Brothers. Alberto Santos-Dumont had done the same in Paris, as had another group in Alberta, Canada.

Moreover, there exists sufficient evidence the Wrights had access to all that prior knowledge in building their own aircraft, then claimed it as their own. In addition to other design features, the Wright brothers claimed ownership of the curved airfoil – without which no aircraft would ever have gotten off the ground anywhere, but, as one historian noted, “the Wrights stole both the concept and the actual design from an Australian who had recorded it years before, and who had himself deduced the concept from the boomerang of the Australian aborigines.” The Wright Brothers stole the idea to build their aircraft, then patented it and sued others for using it.

Rumors had been circulating for decades that the Smithsonian had signed what was essentially a contract of fraud with the Wright family, agreeing to perpetuate the myth of the first manned flight, in exchange for having the aircraft on permanent display. But the Directors of the Smithsonian repeatedly denied the existence of such an agreement, stating that would be “tampering with history” and that they “would never agree to such a thing.” But then one day a US Senator collected a few lawyers and descended on the Smithsonian in a kind of political raid. And they did indeed locate the document, which reads in part: “Neither the Smithsonian Institution nor its successors nor any museum or other agency, bureau or facilities administered by the United States of America, shall publish or permit to be displayed a statement ... in respect of any aircraft model ... of earlier date than the Wright Aeroplane of 1903, claiming ... that such aircraft was capable of carrying a man under its own power in controlled flight ...”[\[37\]](#)

And now you know how the Wright Brothers became famous as the first men to fly. One historian wrote that the Smithsonian had no authority “to engage in political engineering of this sort”, noting that this “compromises history”. But compromising history is an American specialty. And this childrens’ tale will never end. Scientific American wrote a long, biased, and foolish article, claiming the other stories as

myths and their myth as the truth. [\[38\]](#) Other eminent publications have done the same. This is how history is spun.

To give you an idea of the enormous influence of the US media and book publishers in maintaining these myths, in 2015 David McCullough ignored the judgment by Janes (and the world outside the US), and wrote a new book for Americans that not only perpetuates the myth but enhances it, with the major US media immediately writing glowing book reviews to help push sales and get the propaganda back into the public mind. The Washington Post modestly tells us how “two [American] boys taught the world to fly.” The publishers, Simon and Schuster, tell us the Wright brothers had “exceptional courage and determination”, and “ceaseless curiosity”. [\[39\]](#)

Daniel Okrent, in a review of McCullough’s book in the NYT,[\[40\]](#) adds that their progress was achieved through “excruciating patience and obsessive attention to detail” and with “an elegant demonstration of the creativity of their thinking”. They were “possessed by genius”. Their discovery of the necessity of a curved airfoil was not copied from Australia, but was the result of “endless calculation, application and recalculation”, every concoction being “a dazzling piece of reasoning” pursued with a “grandness of vision”, with the end result being “the most astonishing feat mankind has ever accomplished”. Yes. Except that it wasn’t.

Steve Jobs



We should try to nip in the bud the false and foolish mythical narrative that is already being built about Steve Jobs.

In earlier chapters, I tried to explain how the Americans build marketing myths which are then promulgated to the world as fact. The legends about people like Einstein, Bell, Edison, and the stories about products like Coca-Cola and Nike, are all fiction, simply the brand marketing of America. This marketing machine applies equally as much to the myth of American education, health care, food safety, or business practices being 'superior' to those of other countries. The only thing superior about the US is the brand marketing. The historical spinmasters are at it again, this time creating yet another mythical narrative about Steve Jobs. We already have thousands of people sitting up all night, attributing to Jobs hundreds of wise sayings that he never actually said.

The *Financial Times'* Tim Bradshaw wrote of Apple "living up to the vision of Steve Jobs", and Paul Hudson wrote that Jobs "almost singlehandedly shaped the history of the past three decades". Wow. Well, let's see. What were the major historical events of those past three decades? Certainly the rise of China. We had the Sichuan earthquake, the tsunami in Indonesia, and the 2008 US financial meltdown. We saw the invasion and destruction by the US of Afghanistan, Iraq, Libya and Syria, the US overthrow (twice) of the government in the Ukraine, as well as all the CIA's "color revolutions". We had AIDS, Ebola, SARS and MERS. We had hundreds of enormous mass protests like Occupy Wall Street, in dozens of cities in the Western world, popular revolts against the ruling class and the bankers for their extermination of the middle class. We had the collapse of the European economy and the death of Greece. I would ask Hudson how, exactly, Steve Jobs shaped any of those events, singlehandedly or otherwise. We did of course have the death of the ipod and birth of the ipad but, in light of the events listed above, the significance of these latter two, on a scale of one to ten, would be approximately zero.

Hudson did admit that Apple (under Jobs) had "a negative impact" in "certain parts of the world", that many of Jobs' methods were "questionable", and that Apple's (Steve Jobs') actions were "instrumental in the suffering of many". But that was okay, because Jobs turned Apple into "the most powerful and wealthy company in the world". How nice.

Before we get carried away turning yet another ordinary American into a god, let's look at Jobs' 'questionable methods' that were 'instrumental' in causing 'the suffering of so many'. It was Steve Jobs who decided to subcontract the manufacture of his iphone, and who conspired with Foxconn to build a concentration camp for 1.5 million young kids, then to pay them almost nothing and put so much pressure on them that they were committing suicide. We are so proud of Apple's offshore cash pile of \$300 billion, but we ignore the indisputable fact that if Steve Jobs had paid a living wage to the people who made his products, that cash pile would be zero. Steve Jobs was a predator who filled his pockets by stealing from the weakest and most vulnerable. Almost all of Apple's profits came from wage theft, not from good products or good management. And he didn't need the money. Jobs already had \$1 billion or more in his own bank account when he rejoined Apple. Steve Jobs was a sociopath driven by greed, not by 'innovation'. I have no particular dislike for Apple's products, and some of their offerings have been cute and possessed a genuine cool factor. But that is not a reason to airbrush Jobs' basic pathological inhumanity out of the picture and build foolish and totally false historical myths about a man who deserves as much to be condemned as glorified.

To accompany Paul Hudson in his delusion, we had some shamefully naive Chinese writing in an article that "*Steve Jobs changed the world by his innovative thinking and deep insight of human beings.*" Jesus. I have no idea how many people I will offend with my comments, but Steve Jobs absolutely DID NOT "change the world", not in any sense, Look out the window. The world you see out there is the same world that existed 100,000 years ago, and none of the changes you can identify as occurring since that time were made by Steve Jobs. Further, there is no evidence that Jobs had any insight, deep or otherwise, into human beings and, if he did have, he ignored it and spent most of his time offending everyone he met. To say Jobs was difficult to get along with, is quite an understatement. Steve Jobs was not a hero, he was not a prophet, he was not a visionary, he was not illuminated by the gods, he could not heal the sick, he could not predict the future, and he wasn't even a nice person. Steve Jobs was at best a confirmed sociopath, an insufferable, obnoxious, greedy ass who designed a cute mobile phone, and that's the whole story. Live with it.

I have written elsewhere about the American propaganda machine re-writing so much of history and replacing it with fabricated myths. It is probably true that 90% of what you know, or think you know, or believe to be true, about American and Western history generally, is false. We simply have too many people naively accepting the official version without ever bothering to check the facts. Few people seem to understand that this is just marketing, what the Americans call "perception management". American mythology extends to an astonishing degree in the area of inventions and personal accomplishments, building a vast scaffolding of mythology around people, products and events.

Many Americans, including Obama and other US Presidents, have stated that Henry Ford invented the car, which of course he did not. In fact, we could claim that the car was never 'invented', since it arose from a horse and wagon (or horse and carriage) in thousands of simultaneous incremental evolutionary steps in nations all over the world. Americans also believe that Ford invented the production line method of manufacturing, and again he did no such thing. Practical production lines for many products existed in Europe long before Henry Ford was born.

*

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If You Do It, It's Spying. If I Do It, It's Research.



In the late 1950s and early 1960s there was an American TV series called "***The Naked City***", set in NYC. The opening for each episode began with the intoned words, "There are eight million stories in the Naked City. This is one of them." Well, there are probably 8 million American spy stories that have taken place in China during the past few decades. Here are two of them.

Introduction



Several years ago it was reported that the **Pentagon** was building an international spy network that might become even larger than that of the CIA, **planning to have at least 1,600 “collectors of information” spread around the world**. In addition to military attachés and others who do not work undercover, more clandestine operatives would be trained by the CIA and deployed overseas to undertake tasks the CIA was unwilling to pursue. **It was duly confirmed that China was among the Pentagon’s top intelligence priorities**, reflecting the American affinity for espionage and covert action, evidence of which we no longer need. Americans are frequently conscripted by the CIA or the US military into espionage service in China, operating with the assistance of the US State Department.

Foreign individuals in China, ostensibly acting independently, are regularly apprehended by Chinese authorities for carrying out illegal surveys and mapping, marking the location of key military and other facilities. Almost 40 illegal surveying and mapping cases were detected in China in the past several years alone, mostly surrounding some of China’s military bases and installations, and **in sensitive border areas such as Xinjiang and Tibet**, the data almost certainly used in planning the foreign-sponsored unrest that occurred in those provinces.

In one recent case, an American citizen was found using two professional surveying and mapping GPS receivers on which he had recorded more than 90,000 coordinates, 50,000 of those near military installations. He travelled to XinJiang on a pretext of registering a travel agency to offer outdoor tours to foreigners in Urumqi, and clearly was there on assignment from the US government when he was caught. This is the reason Google’s mapping service was killed in China. **Google was busy collecting high-resolution intelligence for the CIA, again images of sensitive military areas.**

It is widely-known in China that literally thousands of the staff of the US Embassy in Beijing and its various Consulates are engaged in activities which are clearly espionage. This was the reason the Chinese government selected the closure of the US Consulate in Chengdu. Chinese authorities had repeatedly objected to the US Embassy and the US Government that the staff in Chengdu were engaged in activities "not commensurate with their diplomatic designations". That's Chinese understatement.

The American media are fond of accusing the Chinese of "seeing a conspiracy around every corner", but these events are sufficient in number to justify China's concern, these same media neglecting to note that anyone collecting hundreds of thousands of GPS coordinates near American military bases, would have a very short future.

Coca-Cola



The Coca-Cola Company has always been involved in espionage for the US military and the State Department.[\[1\]](#) Oddly, neither the Coca-Cola company website nor Google, have any knowledge of this, and the State Department had no one available to discuss this with me. Since at least the 1940s, when the company established bottling plants in a new country, OSS or CIA spies were automatically sent in as part of the staff. It wasn't even much of a secret: **when the US Senate held their famous Iran-Contra hearings in 1987, the link between the CIA and Coca-Cola was fully exposed.**

And it isn't only Coca-Cola, but let's look at this company first. In March of 2013, **Laurie Burkitt of the WSJ** wrote a pleasantly uninformed article[\[2\]](#) about Coca-Cola having been charged with espionage in Western China, her curious but typically American media spin being

that this highlighted “the perils of doing business in China”. Let’s look at the facts.

On 21 separate occasions, 21 different Coca-Cola trucks were apprehended while conducting what the Western media called ‘surveying’ or ‘mapping’ of some of China’s more politically-sensitive areas that included borders and military bases. The first question

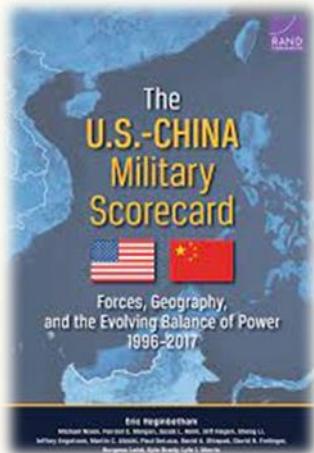
coming to mind is why drivers of Coca-Cola delivery trucks would be conducting “mapping operations” or “surveying” anywhere in the world, much less in Yunnan and other politically-sensitive areas of China, and especially of border areas and those surrounding military bases. Even more to the point, **why would Coca-Cola drivers doing this ‘mapping’ be as much as 600 kilometers off their normal delivery routes?**

Coca-Cola said the GPS units its employees used were “digital map and customer logistic systems commercially available in China”, a claim that was an outright lie. It is true that many truck fleets around the world install GPS devices in their vehicles to help track locations and improve their logistics efficiency, but these GPS units are permanently mounted and are generally ‘dumb’ units able to do no more than record and transmit their location to a central source, and indeed that is their only use. **But in the case of the Coca-Cola trucks, the GPS devices were not mounted but were hand-held units of military grade** and were so sophisticated in their programming that Chinese military officials at first had considerable difficulty in precisely determining all their functions. Many of those units contained nearly 90,000 coordinates of military bases and other sensitive areas. In her article, Burkitt ignored all of this with the foolish claim that the GPS units were “only being used to improve fuel efficiency and customer service”, her claim immediately picked up by the US media to paint Coca-Cola as the victim and portray China as sensitive to the point of paranoia.[\[3\]](#)

An official government statement was as follows:

“What we can say for now is that many subsidiaries of Coca-Cola are involved and this happens in many provinces. Due to the sheer scale of the case, the complexity of the technology involved and the implication

to our national security, we are working with the Ministry of State Security on this."



If the Ministry of State Security is involved, you can be sure this is a damned serious matter, and it was due to the use of what were called **"devices with ultrahigh sensitivity"** and GPS units containing **"mapping technology with military-level algorithms"** that got them involved.^[4] **The reason of course is that such geographical data is primarily used by cruise missiles directed against sensitive military facilities.** These data must be obtained on the ground because, while observation satellites can provide very high resolution, their photos have no frame of reference and cannot provide sufficiently accurate location targeting data – no matter what the *New York Times* tells you. At the time, Han Qixiang, director of the administration's law enforcement department, claimed that Coca-Cola was doing more than just improving its supply chain, and was using mapping technology so sophisticated that the administration had difficulty adequately analysing the company's system. **And, while it wasn't widely reported at the time, these same "Coca-Cola drivers" were simultaneously conducting aerial photography of military bases with drones.**

No further information was released, but it was clear from government statements that this Coca-Cola espionage event was much more serious than portrayed in the Western media. And, with due apologies to Laurie Burkitt, none of this was about "the perils of doing business in China".

Another item may provide some insight into Coca-Cola's involvement. One is that the Chinese media published stories at around the same time that appeared unconnected but that were almost certainly part of this same process. **The stories involved Coca-Cola employees who had been arrested for accepting bribes.** One such individual surnamed Zhu who worked in Coca-Cola's Shenmei marketing department had apparently accepted more than 10 million RMB, about US\$1.5 million, with several others having been accused and detained for the same offense.[\[5\]](#)[\[6\]](#) It is true that employees of Coca-Cola and other American firms in China often demand bribes, but these are usually small-scale extortion attempts from company suppliers where the individual has authority to grant business contracts, and the police are generally uninterested in these matters unless the company itself requests a police investigation. But these payments were two orders of magnitude above the commercial extortion level, leaving the more logical conclusion that **these additional Coca-Cola employees had received their payments from the same source as the truck drivers performing the GPS 'mapping', in other words, from some agency of the US government, with the money dispensed in cash through the Coca-Cola company from the US Embassy, but were caught before they could execute their espionage duties.**

This is a good place to note that in a typical year (at least until recently) the American consulates in China were receiving about 800,000 visa applications per year from Chinese citizens, mostly for studying or tourism. The US Embassy and consulates charged a fee of 1,000 RMB for each application, with a stipulation that the fee be paid only in cash. To save you the math, that's about 800 million RMB per year, **or about US\$130 million that by-passed the banking system and was available for black ops.** A more recent but undated website page claims application fees can be paid by Visa or Master Card, American Express, Discover and Diners Club, of course every Chinese citizen carrying these American credit cards to the same extent that every American carries Bank of China credit cards.

The Interesting Case of Xue Feng



In 2010, a Chinese Court charged Chinese-American geologist Xue Feng with attempting to obtain and traffic in state secrets and sentenced him to eight years in prison with a 200,000 RMB fine, for his attempts at purchasing data on the Chinese oil industry. Naturally, the US government reacted with “**dismay and puzzlement**” at the prison sentence imposed and, just as naturally, the American media presented a distorted description of the surrounding events while withholding most of the crucial information. Let’s look at the facts.

From various sources, Feng had collected documents and proprietary data on the geological conditions of China’s on-shore oil wells, as well as a database **providing the GPS co-ordinates of more than 30,000 oil and gas wells belonging to CNOOC and PetroChina**. The information was then sold (or about to be sold) to US-based IHS Energy for US\$350,000.

The primary issue is that without oil, a country has no military capability. Without a consistent supply of oil, ships cannot sail, aircraft cannot fly, tanks cannot move, and troops cannot be transported. The US, being one of only two nations in the world always looking for yet another war, is the only country that amasses data on the petroleum supply capability of all other nations. It does so because, in the event of an armed conflict, **it wants to know the enemy’s military fuel capacity. This includes not only tanker supply routes but the production capability of all producing wells, the duration of maximum production and, perhaps most importantly, the precise GPS coordinates for launching missiles to destroy this capability.** This is why information on China’s oil wells is of great interest to the US military, and of course why the information is considered by the Chinese government to be sensitive and confidential. It could be crucial to China’s survival.



Let's look at Feng's supposed employer, **the mysterious IHS Energy**, identified in the US media as an "information-services company" providing data on worldwide petroleum production to customers around the world. Not quite true. **IHS is a secretive company primarily engaged full-time in espionage for the US military**, and in fact IHS was born in the US military although neither Google nor Bing seem aware of this. This company was originally created to serve the US aerospace weapons manufacturing industry and to coordinate purchases from weapons contractors. The company publishes many books and military trade magazines that are used by Western governments as a prime source of military intelligence and information on defense and warfare. **One company owned by IHS is Jane's Information Group [7][8], perhaps the prime source of global aerospace and defense industry information and intelligence to all Western government agencies.** IHS also owns a company named Cambridge Energy Research Associates[9], which is a military intelligence-gathering firm that advises the US and other Western governments on military strategy and what we might call 'geopolitics', related to the energy availability of foreign militaries, certainly including China.

More to the point is that one of IHS's most critical assets is a massive database that contains all the production and technical information on the vast majority of oil and gas wells in the entire world [10], **an asset collected exclusively for use by the US military, the CIA and the State Department**. This information is a critical part of American war-planning since a prime objective in an armed conflict would be to neutralise or destroy an opponent's energy supplies. And, **since the US has for years been planning war scenarios involving China**, this is why IHS was so interested in obtaining all that information.

From this, you can understand why IHS had Feng collecting information on such an enormous and detailed scale. For its war planning, the US military needs to know the precise production capacity of all China's oil wells and whether their yields are increasing or declining, in order to estimate the ability of China's military to function during a conflict if the US navy cuts off imported supplies of tanker petroleum to China

through the South China Sea. IHS was tasked with obtaining this information, **including the precise GPS coordinates of all producing wells of any consequence so the US military could target and destroy them with cruise missiles.** And that's why the information was worth \$350,000 to IHS; they would have re-worked and resold it for millions to various departments of the US military and other government agencies.



Feng was not an employee of IHS. He was a freelancer who had been hired and trained by the CIA in espionage and data collection in China, then turned over to IHS under contract to collect the necessary information. The WSJ made a coy statement that Feng "had switched jobs shortly before he was detained for his work for IHS." This was the reason.[\[11\]](#) Feng was not doing 'research' in any sense in which we use that word, nor was he collecting information that was already in the public domain as the Western media tried to portray him. Instead, he was engaged in an important program of espionage for the US military in an area crucial to China's defense, and should have been executed for his actions. I cannot understand why he was not.

The information Feng attempted to collect was neither commercially available nor in 'the public domain' as the Western media suggested. Other media reports stated this information is publicly available in the US, a claim that may be true, but irrelevant. **The US is not in danger of military attack and nobody is collecting GPS coordinates on American oil wells so as to direct cruise missiles in their direction.** In any case, I could hardly escape arrest or imprisonment in the US by claiming that my 'market research' on their military assets was legal in some other country and therefore the US had no right to detain me, though Feng attempted this defense in the Chinese courts.

In one of its articles on this issue, the *WSJ* made this observation: "Mr. Xue was born in China, a reminder that ethnic Chinese may be more vulnerable to pitfalls of the country's legal system than other foreigners. Like IHS, many multinationals have come to rely on people

like Xue to run their China operations.” IHS had no “China operations” nor any presence in China, but the above comment is true in the sense that in such circumstances the Chinese authorities have tended to be more lenient with foreigners than with ethnic Chinese whom they deem traitors to their homeland.

The US invests considerable effort to locate and indoctrinate Chinese-born Americans who can be sufficiently “turned” to betray their own country. Feng was undoubtedly one of these, his attraction to the CIA based on the assumption that, being ethnic Chinese, he would attract less attention than other foreigners and might better understand how to fit into the cultural environment without drawing attention to himself.



The US government took a very strong interest in Feng’s case, and mounted a prolonged diplomatic campaign to have him released on “humanitarian” grounds. **Former US ambassador Jon Huntsman visited Feng in prison, and even President Obama met with China’s President to beg for Feng’s release, while many other US government officials raised the issue privately.** Just so you know, when the US government exhibits such keen interest in the fate of one such individual, it is only because those same officials were actively involved in placing the person in that situation, and feel some responsibility to save their “asset”. **It was interesting that this case must have involved more than merely oil well production and location data because anyone from the US government was barred from the hearing**[\[12\]](#)**, which would indicate there were additional and serious classified matters involved.**

For your reading entertainment, here are some of the Western distortions:



The **UK Independent** carried a headline screaming, "US geologist jailed for eight years in China for oil research" [13], in a case that "highlights the government's use of vague secrets laws to restrict business information". The **Wall Street Journal** told us that "Mr. Xue's case is the latest to highlight stark questions about the legality in China of conducting market research", claiming "Mr. Xue's case stems purely from his attempt to purchase commercially available data on the oil industry". Notice the choice of words. Feng was imprisoned for conducting 'market research', in which capacity he attempted to purchase 'commercially available data', leaving an impression that was quite different from the facts. The UK **Guardian** [14] and the **Telegraph** [15] chimed in as well, and **Fox News** told us that "Chinese officials have wide authority to classify information as state secrets." Unlike the Americans. [16] **The US government played its part in the media circus, claiming Feng simply "received" information that "should be in the public domain", and "was just doing his job".**

More amusingly, the **WSJ** claimed that China's court announcing its verdict during an American holiday weekend, "appeared to be a calculated act of defiance" against the US [17], meaning that China should conduct its internal affairs with one eye on a calendar of US holidays to ensure Americans are properly informed. **A Jewish-American law professor in New York, Jerome A. Cohen, who purports to be "an authority on China's legal system", claimed that this was a case of China's "thumping its nose at the US government" – apparently an unforgivable act of defiance against the Imperial Master. And the act of sending Feng to conduct espionage in China would be the US government's 'thumping their nose' at whom**

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Notes

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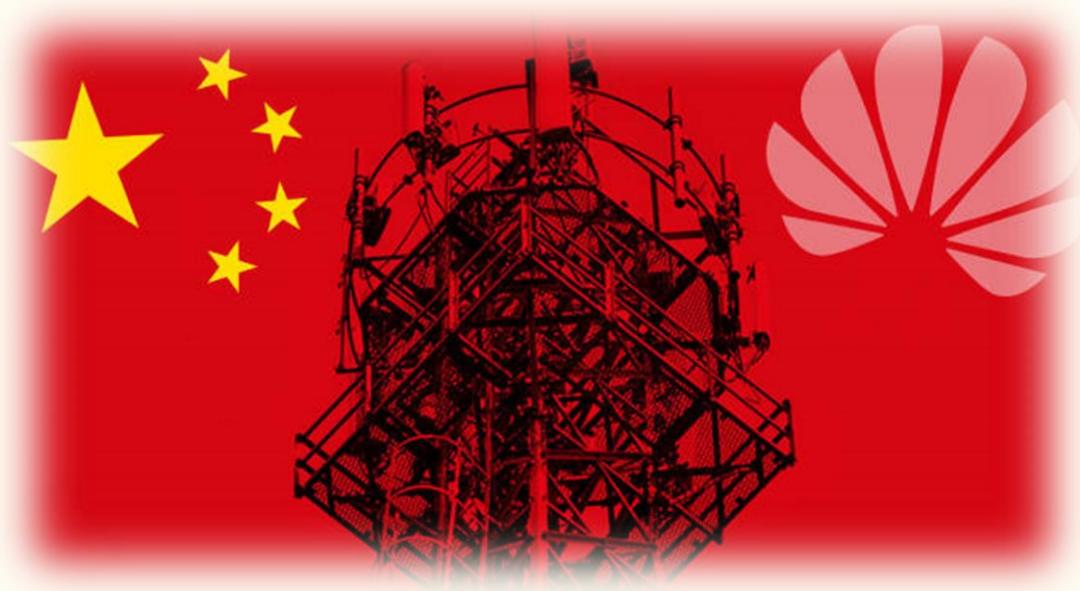
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Huawei, Tik-Tok and WeChat



First, let's dispel the combined notion that China spies on everyone and the US spies on no one. There is so much public evidence to destroy both these assertions that I won't bother repeating them here. I will however remind readers that a few years ago China more or less banned Windows 8 from the country because it was discovered that the O/S had a built-in NSA back door.[\[1\]](#) It seems that Germany reported on this first, but the devastating proof was at an IT conference where a Microsoft executive was interrupted during a speech with precisely this accusation. [\[2\]](#)[\[3\]](#)[\[4\]](#)[\[5\]](#)[\[6\]](#)[\[7\]](#)[\[8\]](#)[\[9\]](#) He did not deny it because the person making the accusation was the person who discovered it and had with him the proof, but refused to discuss it and changed the subject.

But this is hardly news. Forty years ago it was proven that all Xerox copy machines delivered to foreign embassies and consulates in the US were "espionage-ready"[\[10\]](#)[\[11\]](#) Also, for at least 20 years, and perhaps much more, it was common knowledge that when any foreign embassies, consulates, banks and other corporations ordered computers and similar hardware from US suppliers, those shipments were intercepted by UPS, delivered to the CIA and/or NSA for installation of "extra" hardware and software before delivery to their destinations. This was one of the confirmations by Edward Snowden.[\[12\]](#)[\[13\]](#)[\[14\]](#)[\[15\]](#) Any search on this will give you millions of hits unless Google chooses that moment to lose its memory.

Huawei



Trump's problems with Huawei are twofold. The most obvious is that China is eating America's lunch when it comes to innovation and invention and Trump would like to slow this down by destroying Huawei and is clearly making every possible effort in this regard, including bullying and threatening half the known world against using Huawei's products. But this is the small part of the problem; **the real issue is espionage.** There is no practical value in disputing the assertion that **Cisco and other American hardware and software firms install back doors to all their equipment for the convenience of CIA and NSA access. But suddenly Huawei is replacing Cisco and those other American firms with its better and less expensive equipment.**

That part is okay, **but how can the CIA and NSA approach Huawei and ask the company to build back doors into its equipment so the US can spy on China – among all other countries?** There is no solution to this problem other than to trash Huawei's reputation by accusing it of being an espionage threat and having the company's equipment banned. **And this applies not only to the US, but to the entire Five Eyes Espionage Network, involving the US, Canada, the UK, Australia and New Zealand.** [16]Briefly, this was set up to break laws while pretending no laws were being broken. It is generally against the law for a government to spy on its own citizens, but that law doesn't apply to a foreign government. So Canada spies on

Australian citizens and sends the information to the Australian spooks who can claim they did nothing wrong. Rinse and repeat. The sad part is that the "intelligence" received is usually of little interest to the four minor participants **but all of it is shared with the US who are frothing to spy on the entire world and to take possession of "every communication" of every kind in the entire world.** Thus, it isn't sufficient to ban Huawei only from the US because this

company's equipment would castrate the NSA's effort in the other four nations. Thus, **US bullying to ensure each of its five eyes is Huawei-free. And that's the entire story, like it or not.**

Tik-Tok



Tik-Tok is nothing of consequence, except that it is in direct competition with similar American platforms and has proven too popular and too competitive to be permitted to survive. This is just a cheap, below-the-belt and illegal-as-hell shot at China. No threat, no nothing. However, as with all similar IT products and platforms **it contains much personal information especially useful for marketing, which has so far been the private property of people like Google, Facebook and Twitter.** Thus, Trump kills two birds with one stone: either simply kill Tik-Tok on some trumped-up accusation (if you'll excuse the expression) of espionage, or force a sale to an American company. Either way, China loses massively while the political oppression and marketing value of that personal information remains safely in trusted American hands.

WeChat



Since few Americans are familiar with WeChat, let me give you a description. Many of these functions are available in the West through various platforms, but not always to the same extent nor with the same convenience.

With WeChat we can transmit text and voice messages, photos and videos, and other files of any description even of many Mb in size. We can send and receive both text and voice messages in any language because WeChat has an excellent translation function in combination with one of its partners which translates not only text and voice, but will extract and translate all text contained in photos, handy for restaurant menus if you can't read Chinese. We can place not only voice calls but video calls to anyone anywhere that transmit over the internet. **It is so convenient that WeChat is the default communication choice for a great many people for most purposes.** WeChat also has a Moments platform where we can post text, photos, videos, that are visible to those on our contact lists while selecting those who can view and who cannot, reserving some posts for close friends and others more generally public.

In China we have two primary online payment systems, one operated by Alibaba (called Alipay) and the other by WeChat. Its use is nearly universal in China and both are free to the user.

During the past several years I cannot recall a single instance where I had cash in my pocket (even small change) when I went anywhere or was shopping for anything. Even to purchase a small bunch of green onions at a street market, the vendor has a QR code which my phone scans and the payment into their bank account is automatic.

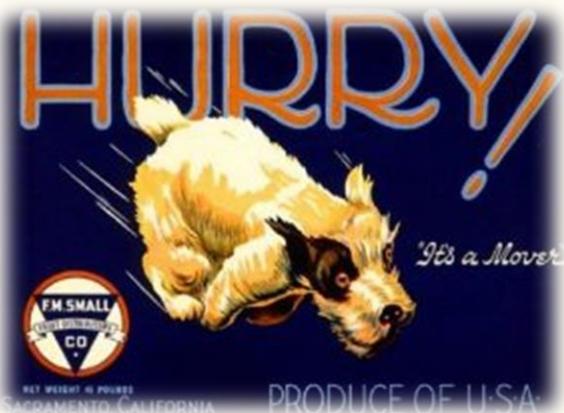


With WeChat, we can send money to each other. If we want to share the cost of lunch, you can pay the entire bill and I transfer my share to you through WeChat. If I ever need cash, I could go to any shop or even approach a complete stranger and ask for 1,000 RMB and instantly repay him into his WeChat account. **It is frequently used to transfer money internationally this way, sending dollars to a friend in one country and receiving RMB into a WeChat account in China.** **Instant, secure, and free of all fees.** It all happens within a second, with a concurrent text message confirmation from the bank of both sides of the transaction. WeChat is the main reason people can travel anywhere in China with only a mobile phone and passport (and a change of clothing). **Through WeChat, people can purchase plane or train tickets, pay taxi fares and hotel bills, restaurant tabs, in the same way.**

Another useful WeChat function is real-time GPS location sharing. If a group is traveling to a destination in several cars, WeChat displays an active GPS map showing all locations in real space and time. If I am meeting a friend at a shopping mall or park or other large location, **with this GPS function we can see each other's location in real time and I know which way to walk to encounter my friend.**

We have WeChat groups which we can create with any number of participants for any convenient purpose. **During the COVID-19 lockdown in Shanghai we had a temporary WeChat group for the purchase of meat and vegetables that functioned better than any supermarket and with much less trouble.** If I want to have a Christmas party I form a group of those I plan to invite, and all our discussions and planning take place within that platform. Most communities (small portions of residential districts) have a WeChat group for notification of community events and sharing important information.

The point with Trump's "sanction" of WeChat is first that it will terminally disrupt international communications between China and the US for students, scientists, diplomats, media reporters, for all those in the US who have frequent communications with China, effects felt more seriously by those in China, which is a plus for Trump. Second, Trump's administration is uncomfortable with the extent to which WeChat is encroaching on the American turf of Twitter, Facebook, WhatsApp, Instagram and more, with already around 100 million downloads in the US, and his actions are partially to reclaim that turf by simply banning a competing medium that is threatening to take over and seriously downgrade the popularity of similar American platforms.



But most important is the espionage and censorship role of Trump's initiative. As the censorship noose tightens around Facebook and Twitter, Americans are naturally moving to WeChat. **The real issue is not that WeChat poses any danger to the US in any sense but, as with Huawei, the CIA and NSA cannot very well approach WeChat and ask for automatic sharing of all that personal relationship data.** Therefore, under the guise of China being untrustworthy, **the US government simply bans WeChat and thus no one in the US can send or receive any message without the NSA having a copy.** A huge plus is that any news not fitting the official narrative will then be strangled at birth, as Google, Facebook and Twitter are now doing. **If Microsoft or another American firm were to buy WeChat, then of course all is well since it is US firms, not Chinese, who automatically share all personal contact data with their government.**

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Notes

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Today's Jewish Corporate Heroes - Virgin Births All



What do the following people have in common? George Soros, Elon Musk, Jeffery Epstein, Larry Page, Sergei Brin, Mark Zuckerberg, Larry Sanger, Jimmy Wales.

Two things. One, they are Jewish. Two, they condensed from a spiritual mist to almost suddenly become household names, men of immense wealth whose companies exert huge influence on Western society - but men who apparently achieved these enviable heights without the usual necessities of intelligence, education, experience or native talent or, for the most part, good judgment. Have you ever wondered how these men quietly rose to such eminence in spite of their lack of credentials? Let's see what we know to be true.

Jeffrey Epstein



Let's begin with Jeffrey Epstein, who is perhaps more representative of this group than you might imagine. Epstein's credentials consist of his being a psychopath, sociopath, and oversexed pedophile with a bit of charm. Little else. By all accounts, Epstein had never held a real job because he was unqualified for any. He did at one point hold a teaching position - for which he possessed no qualifications whatever, but that seems to be the list. Yet he progressed from that to being a quasi-billionaire director of one of the greatest sexual-entrapment schemes in the history of the world, replete with private aircraft, very expensive mansions, a private "**pedophile island**" in the Caribbean and much more. A man who kept company with the world's rich and famous (and especially British royalty), to whom he treated with his underage treasures.

How did such a thing happen? Epstein promulgated a myth that he was an investment manager, accepting clients with available cash of a minimum of one billion dollars. It was a good story, but there is no evidence - **no evidence** - that Epstein ever made a stock trade. As one market expert said with perfect understatement, "It's unusual for an animal that big to not leave footprints in the snow". And Epstein left no footprints. In fact, there was no plausible source of his apparent wealth, no source of income to support his "**Lolita Express**" flying underage girls all over the world to entrap politicians and royalty from most Western nations, nor to support the immense expense of his mansions and the construction of his pedophile island in the Caribbean.

The public naturally became curious about Epstein's funding sources and, right on cue, the **NYT** and **WSJ** informed us that **Les Wexner** (also Jewish), the principal of Victoria's Secret, had been defrauded by Epstein to the extent of \$400 or \$500 million dollars. So now we know the source of his money. Jeffrey was not only a pedophile running a massive sexual entrapment enterprise, but was also a con-man and thief. Interestingly, Victoria's Secret seems to not have been harmed financially by this massive loss, its revenues and profits continuing

happily. **And how did Wexner deal with this enormous fraud?** Apparently by simply ignoring it. Many people have filed lawsuits against Epstein's estate to obtain compensation for damages, but Wexner doesn't appear to be one of them. We can legitimately wonder why not.

How to explain all of this? As in all the examples we will study, easier than you might imagine. Jeffrey Epstein did indeed have a job, that of creating and managing the most far-reaching sexual entrapment scheme in history. He was recruited for that job because he possessed all the natural qualifications as listed above. The persons who recruited him were the same group of Jewish European bankers and industrialists - **our International Cabal of Gangsters (ICG)**, and they financed him to the tune of at least several hundred millions of dollars, a pittance when compared to the rewards to be vacuumed from captive politicians.

Epstein was simply a 'front man' doing the bidding of his masters who, as always, hide in the shadows and cannot easily be connected to the execution of their plans. The job paid well. Epstein enjoyed the life of a billionaire and all its trappings, enormous perquisites for performing a service of almost infinite value to his masters.

Larry Page and Sergei Brin (Google)



This one reads like a fairy tale: two young Jewish kids, raised in Russia, polluted with Communism and a corrupted form of democracy, unthinking robots of a dictatorial state, emigrated to the US and, in only six weeks more or less, created a behemoth corporation with a market value of nearly \$2 trillion and with a search engine that provides 80% of all internet searches worldwide.

Either the Jews really are God's Chosen People, or there is something very wrong with this story.

In fact, Page and Brin were 'front men' in a way similar to Jeffrey Epstein, but with far less influence on execution. **All you need to do is think.** Before the appearance of Google, we had multiple search engines each with its own algorithms and all useful. **But a search engine contains enormous potential for the control of information.** By amending the algorithm, I can decide which items or articles appear on a search and which are consigned to the dustbin. I can literally control the information you see, and I can ensure there is much that you will never see. **I can make all the negative articles about China or Russia appear in the first page of a search, and I can ensure you will never see information about the Jewish atrocities in Palestine.** My search engine has the power to almost single-handedly control the available information for the great majority of populations. And thus the attraction.

But in fact, **Google was a child of the CIA**, funded, planned and financed initially through **In-Q-tel**, a brainchild of our **European Jewish ICG** always searching for more and total information control. **Eric Schmidt** was mostly in charge from the outset; our two students being irrelevant. **Again, all we need to do is think.** How could two young kids create a search engine - entirely on their own - that would be so perfect, so efficient, as to virtually exterminate all competition in a short time while milking billions from advertisers.

Like Jeffrey Epstein, Larry Page and Sergei Brin were hired for a job, in this case to serve as the front men for a massive (and so far very successful) effort **at total information control.** They are held up publicly as the stars, are gratuitously made very wealthy, all as part of the plan to disguise the purpose and intent.

Mark Zuckerberg (Facebook)



Once again, how does a young Jewish kid steal a group networking idea from his friends and, again within six weeks more or less, create

a world-leading communication platform? The power behind Facebook that propelled it to its present position, did not come from him. As with Google, Twitter, and other such platforms, an enormous amount of knowledge, influence and financing are necessary for such a result, far beyond the capacity of any one person.

As with the others, Zuckerberg is merely a figurehead, a 'front man', deflecting attention from the originators of the project. He was offered a job with excellent pay, the opportunity to appear very wealthy, to further the impression of Jews being geniuses, but has done nothing of import or consequence. All this was financed and stage-managed behind the scenes by his masters, Zuckerberg merely along for the ride. But it works; this little shit is so heavily promoted that he rated a personal audience with Xi Jinping. Confucius must be screaming in his grave.

Elon Musk



If Google was a fairy tale, Tesla motors is a Cinderella delusion. Looking through the man's record - and blowing away all the smoke - **Musk went from sleeping in his car and eating leaves from trees to (again within six weeks more or less) being the CEO of "the world's most valuable car company" and sending spacecraft to the moon.** How do you suppose that happened?

Almost everyone in the last century attempting to design and market a new brand of automobile has failed miserably. Except for China and Russia, everyone - most especially including the USA and NASA - has failed in space missions or haven't the money to do it. But along comes Elon Musk who can do all of these and more. Tesla's aim is to sell more electric cars than all other manufacturers combined, and to become America's default space agency.

There is no evidence that Musk has any executive or management abilities of consequence; his staff hate him, his Board of Directors despises him, the SEC (**U.S. Securities and Exchange Commission**) believe he is a menace, and shareholders panic at his presence. The available information states freely that Musk plays no active part in the management of Tesla, nor in anything to do with outer space. I do not deny that the man may have some abilities; I claim only that they are not yet evident. Why is he there, with his apparent \$200 billion bank account? **As with all the others, Elon Musk is a figurehead, a 'front', someone hired for a job with great pay, much publicity, and perfect obedience.**

George Soros



By one measure, Soros is unique among the subjects of this essay since there exists a huge international movement to have him burned at the stake as a witch. Other than this, nothing separates him from the other members of this clan. One need speak to Soros for only a few minutes to realise **he hasn't the knowledge to "bankrupt the Bank of England"** or perform the other financial crimes attributed to him. Once again, Soros was hired for a job with good pay, lots of publicity, and a totally undeserved reputation for ability. Once again, a front man, **given an opportunity to accumulate wealth which is then used to further the agenda of the ICG**, primarily by funding seditious organisations all around the world, helping to destroy nations and economies according to the current agenda.

I do not know the selection process for people such as these. Perhaps they simply come to the attention of the right persons at the right time. Perhaps their mothers are mistresses of various members of the ICG and can give their offspring an unfair advantage. I see no pattern in

the selection, which means the process is ad hoc and perhaps capricious, but it exists nonetheless. There is no other explanation, because **these current heroes are typically mediocre at best**, none exhibiting management ability beyond that of a 7-11, and none being exceptional in any identifiable way. **Yet they appear from nowhere and are instantly propelled to galactic stardom**, and that occurs only when a very wealthy and experienced puppet-master is pulling the strings.

ON THE COVER

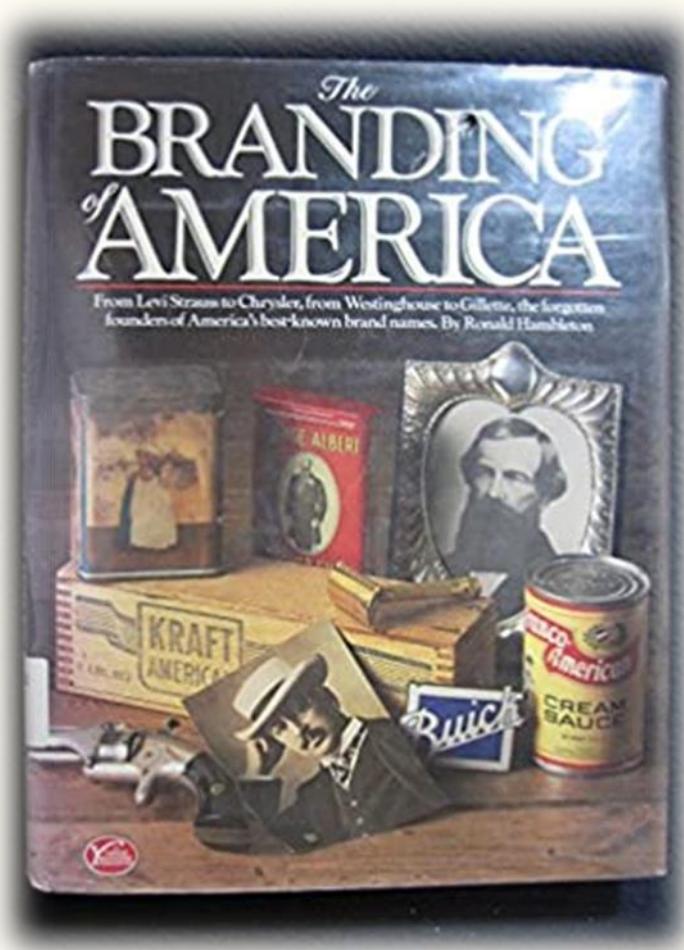
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Volume 3 - The Branding of America



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